

# LANGUAGE SCHOOL MANAGER'S PLANNER

Organise activities for the whole year

*Materials for school managers*

pdf



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Many responsibilities of a language school manager can be assigned to a specific moment in the calendar year.

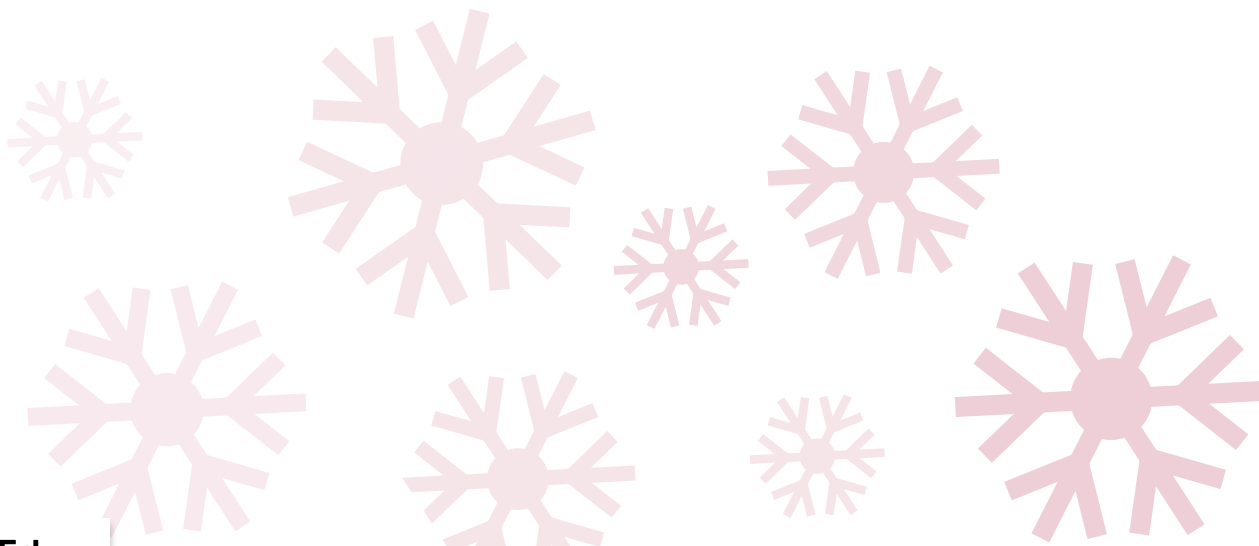
Use our tips in the planner below and see if you can prepare even better for the upcoming months.



## January

<b>Open Lessons</b> ■	If there are children's courses in your language school, January is a good time to organise open lessons and show what progress your students have made!
<b>Demo Lessons</b> ■	January is also the right moment to open new groups. Organising trial lessons will let your future customers see what the classes look like. Don't forget to prepare a special offer for students beginning their language courses in the second semester.
<b>Customer Satisfaction Surveys</b> ■	Conduct surveys among your current customers to determine whether they are satisfied with the courses and services that you provide.
<b>Staff surveys</b> ■	Check if your employees are satisfied with the employment conditions at your school.

February	
<p><b>Offer</b></p> <p>■</p>	<p>Start preparing a course offer for the new school year. This is a good time to think about introducing new types of classes such as exam, business or children's courses.</p>
<p><b>Course preparation</b></p> <p>■</p>	<p>Choose the textbooks and teaching methods that you will use in the new school year. Maybe it's time to change teaching materials and introduce new methods?</p>
<p><b>Price list</b></p> <p>■</p>	<p>Now is a good time to think of the price list for the next season! Think about the discount policy and check the offers of competing language schools.</p>
	<p><i>TIP: Do you know how to effectively prepare for the course sales season? Arrange a FREE short online consultation during which we will reveal 3 tips on how to boost your sales! Contact our business consultant at: <a href="mailto:adam.janczak@edubears.com">adam.janczak@edubears.com</a></i></p>
<p><b>Holiday offer</b></p> <p>■</p>	<p>Organising a language camp is time-consuming so don't wait until the last minute. Start planning your holiday offer now.</p>
<p><b>Analysis of satisfaction survey results</b></p> <p>■</p>	<p>Check the results of the surveys and adopt a restructuring plan if necessary.</p>











## March


<p><b>Promotional plan</b></p> <p>■</p>	<p>Think about promotional campaigns for the busiest months: from June to October. Don't leave the promotion until September; it's better to encourage clients to sign up for courses earlier. Bear in mind that the costs of last-minute marketing activities will be higher than those planned in advance. Looking for inspiration? Take a look at our Licence Manual and our business group and take advantage of the free promotional materials and plans.</p>
<p><b>Sales targets</b></p> <p>■</p>	<p>Specify sales targets for your school or individual courses. Think how many students you need to have signed up at the end of your selling season for the new school year and present these goals to key staff.</p>
<p><b>Purchasing promotional materials</b></p> <p>■</p>	<p>Think about new flyers, brochures or roll-up designs. The beginning of spring is a good time to have them ready.</p>

## April






<p><b>Periodic review conversations with the teachers</b></p> <p>■</p>	<p>Meet with each teacher and give them feedback on their work. Summarise the current school year initially and make decisions about working together in the next season.</p>
<p><b>Framework schedule</b></p> <p>■</p>	<p>If you start selling courses before the summer holidays, it is a good idea to prepare a skeleton timetable for your students. It will be modified over the next few months, but it will be the basis of the offer for your clients.</p>
<p><b>Holiday events promotion</b></p> <p>■</p>	<p>It's time to let people know about the holiday activities you are planning. Tell your customers what they can expect in the summer season.</p>
<p><b>End of the school year</b></p> <p>■</p>	<p>Think about what the whole event will look like. Order the diplomas and awards, and think how you want to distribute them to your students.</p>

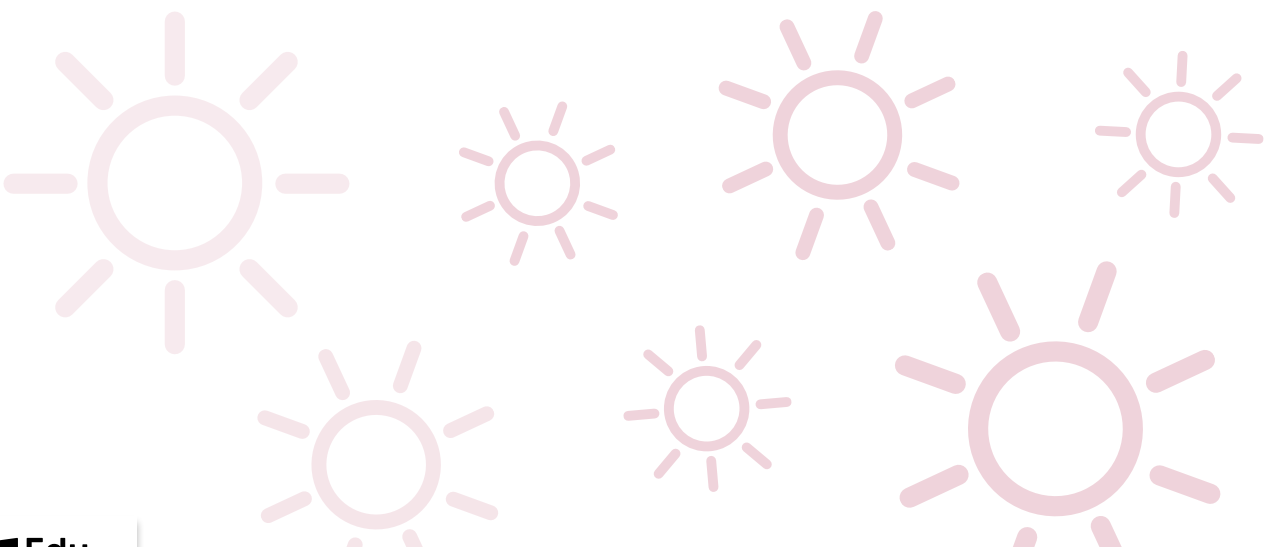
May	
<b>Holiday Courses</b> 	<p>These are the last moments to set the details of courses and holiday events. Don't forget about marketing: make sure that all your current and potential clients know the full range of summer courses on offer.</p>
<b>Customer Retention Plan</b> 	<p>Consider what communication channels and methods you will use to inform your customers about your course offer for the new school year. Remember that it is easier to keep your present customers than to gain new ones so prepare an appropriate offer.</p>
<b>Outdoor events</b> 	<p>Take part in outdoor events to build brand awareness of your school.</p>
<b>Staff recruitment</b> 	<p>Before you finish the school year, invite potential teachers and ask them to conduct trial lessons.</p>
<b>School website</b> 	<p>Check if the website and fan page of your school are up to date and include the offer for the new school year. Who is responsible for answering inquiry emails? Is the phone number that is given still current? Make sure that all communication channels are working correctly and everyone is ready to give potential customers information about the courses.</p>

June	
<b>Customer retention</b> 	<p>Make sure that all your customers receive a continuity offer for the next school year, with a special discount that will encourage them to continue learning.</p>
<b>End of the school year</b> 	<p>Organise and conduct an event at the end of the school year, based on previous plans.</p>
<b>Team Meeting</b> 	<p>Invite staff to a school year round-up meeting before they start their holidays. Say goodbye to those who are leaving.</p>

<p><b>Methodological training for teachers</b></p> <p>■</p>	<p>Before starting the courses, make sure that each teacher is methodologically prepared for the specifics of the courses he / she will be running at your school.</p>
<p> <i>TIP: Teachers' workshops are one of the elements of the Teddy Eddie licence. We will train your teachers so that they are well prepared to run Teddy Eddie lessons.</i></p>	
<p><b>Sorting out teaching materials</b></p> <p>■</p>	<p>Make sure all your teaching materials are in good condition. Decide how you want to extend the set of teaching materials.</p>

<p>July</p>	
<p><b>Keeping your school fresh</b></p> <p>■</p>	<p>Make sure that your school does not require any small repairs. The summer holidays are a good time for repairs. Plan a shopping list if necessary.</p>
<p><b>External identification</b></p> <p>■</p>	<p>Is your school visible from outside? Do you need new promotional materials to distinguish the building where your school is located? Answer these questions and make all the necessary changes.</p>
<p><b>Holiday events</b></p> <p>■</p>	<p>Put on holiday events and make sure that you inform all the participants about the language courses offered in the new school year.</p>
<p><b>Teacher's room</b></p> <p>■</p>	<p>Make sure that the teacher's room is adequately prepared for the new school year. Does it need redecorating? Have additional materials been provided for your teachers?</p>
<p><b>Document archiving</b></p> <p>■</p>	<p>Browse all the documents used in your school. Introduce changes in the student and teacher agreements, the GDPR and the privacy policy if needed.</p>


August	
<b>Staff meeting</b> 	<p>Plan a meeting for your staff, motivate them with positive energy and plan the vision for the school for the next year.</p>
<b>Office staff training</b> 	<p>Make sure that the office staff are properly prepared for the new school year, both in terms of knowledge of the offer and sales.</p>
<b>Advertising Materials</b> 	<p>Think about the points of contact between the customer and the brand. Make sure all communication channels are open and that all the information in the marketing materials is correct and updated.</p>
<b>Social media strategy</b> 	<p>Plan a marketing strategy for social media. In September you will probably have a lot of other responsibilities so it is better to do it now.</p>
<b>Marketing activities</b> 	<p>Prepare the September marketing campaign. Make sure you have all the necessary materials. Contact a marketing agency if you plan to use its services. Think about an efficient division of responsibilities among your staff.</p>






## September

<p><b>Work materials</b></p> <p>■</p>	<p>Prepare and distribute to the teachers all the books and teaching materials they need.</p>
<p><b>Onboarding</b></p> <p>■</p>	<p>Inform the new staff about working conditions, your expectations and opportunities for professional development.</p>
<p><b>Timetable</b></p> <p>■</p>	<p>If you are creating it now, it is the best moment to finally sort it out. For those who took care of the first version of the plan before the holidays, it is a good time to inform your students about the planned date of the course launch.</p>
<p><b>Student's Sets</b></p> <p>■</p>	<p>Prepare the procedure for distributing or selling students' sets and books. Provide students with the extra materials that you are going to use during lessons.</p>
<p><b>Course selling</b></p> <p>■</p>	<p>Now is the time to sign course contracts with new clients and take care of running an updated customer database. Remember about proper consents which should be included in your contracts.</p>

## October

<p><b>First lesson observations</b></p> <p>■</p>	<p>It is time to take a look at the lessons being run by your teachers and check how they are dealing with their groups. Talk to them about potential problems with the groups. It may be easy to implement strategies that will resolve them.</p>
	<p><i>TIP: Partnership with Edu Bears means that our methodology consultants will take care of the lessons analysis. They will watch your teachers' recorded lessons and analyse them together.</i></p>
<p><b>Completing course sales</b></p> <p>■</p>	<p>Don't forget to advertise the last vacant places in the groups and contact those who were hesitant. This is the very last moment to increase the number of students.</p>



November	
<b>Parents meetings</b> 	If you run teenage groups, remember about meetings with parents. It is good to have good relations with them and set common educational goals.
<b>Budget</b> 	After completing the process of course selling now is the time to plan the budget for the whole year.
<b>Winter holiday events</b> 	Start planning your winter holiday events now (remember, December is short and everyone deserves a break for the holidays!). Consider organising language camps.

December	
<b>Christmas gifts</b> 	Plan a Christmas meeting with staff and think about gifts for employees. It is definitely worth taking care of the logistics of this event at least a month in advance.
<b>Recruitment for the second semester</b> 	Think about whether you can launch new groups in the second semester. Plan your marketing campaigns now, think over the course registration process and prepare appropriate marketing campaigns. Remember, there is a big chance that students who are satisfied with the first semester will sign up for the course in the new year.
<b>Christmas meeting</b> 	Organise a meeting in a pleasant atmosphere, briefly summarise your work in this calendar year and outline plans for the next year. But most of all - just have a nice time!

After you have become familiar with our ideas, make some notes here.  
Add your ideas or develop the points described in the planner.

I-III

A 20x20 grid for notes, decorated with faint snowflake illustrations.

IV-VI

A 20x20 grid for notes, decorated with faint flower illustrations.

VII-IX

A 20x20 grid for notes, decorated with faint sun illustrations.

X-XII

A 20x20 grid for notes, decorated with faint apple illustrations.



**Need more tips?**

**Contact us!**

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