



JOB #1 – Help me help my child overcome obstacles

When I:			So I can:
<ul style="list-style-type: none"> • The school does not help with my child's unique learning needs or difficulties • My child is being bullied or teased at school • Am worried my child is falling behind • Am concerned that my child does not like learning anymore • Am worried about what will happen to my child if I do not take action now 			<ul style="list-style-type: none"> • My child can thrive in a school that will cater to his/her unique learning needs • My child can have the attention she/he needs in order to be his/her best • My child will not be teased by his classmates • My child will not fall farther behind
More About:			Less About:
<ul style="list-style-type: none"> • Leaving the current school because it is not helping • Reassuring the parents that the school has the capability to help their child thrive • The child having had a bad experience in school before • Solving a problem quickly or addressing the situation immediately • Preventing the child from falling further behind or continuing to struggle to learn 			<ul style="list-style-type: none"> • Having a plan or knowing the plan for the child • Having a school that is close to home (within reason) • Finding the lowest price option • Achieving academic excellence in the "traditional sense"
Functional, social, emotional			Key Trade-offs
<ul style="list-style-type: none"> • Assess and define my child's problem/issue • Create a personalized learning plan • Demonstrate that the school can provide a safe learning environment • Achieve the basics of academic performance 	<ul style="list-style-type: none"> • Be a support resource for our family • Help my child not be singled out or feel alone 	<ul style="list-style-type: none"> • Help me be confident that I am making the best decision for my child • Help me feel less anxious about my child's education 	<ul style="list-style-type: none"> • Parents are willing to pay money to a school that can provide their child with the individual learning plan that works for him/her • Parents are willing drive a farther distance or invest more travel time in schools that can deliver the individual learning plan • Parents will give up extremely rigorous academics in favor of a specialized learning plan • Parents will give up the "top colleges" for the individual learning plan



JOB #2 – Help me fulfill my child’s potential in a values-aligned community

When I:			So I can:
<ul style="list-style-type: none"> • My child is intelligent and well-rounded • The current school does not challenge my child academically 			<ul style="list-style-type: none"> • My child can be in an environment that will help him or her focus and excel • My child can be challenged academically, athletically, etc. • My child can get a good education
More About:			Less About:
<ul style="list-style-type: none"> • My child being in an environment that fosters their growth • Providing my child with a meaningful school experience • Providing my child with a challenge academically and emotionally • Preparing my child for college and helping her mature 			<ul style="list-style-type: none"> • Getting my child into the best colleges (Ivy League, etc.) • Difficulties with learning or troubled situations • The parents’ desires for their child regardless of what the child wants
Functional, social, emotional			Key Trade-offs
<ul style="list-style-type: none"> • A challenging academic environment with life balance • A school that helps my child prepare for college 	<ul style="list-style-type: none"> • An environment with like-minded students and families • A school that helps my child interact with others 	<ul style="list-style-type: none"> • A school that helps my child mature • A school that give me confidence that my child is learning the values I want them to 	<ul style="list-style-type: none"> • Parents are willing to give up college savings to pay for the right high school experience • Parents are willing to move to new neighborhoods and give up other lifestyle considerations to attend the right school • Parents are willing to invest money and time in travel to get to the right school • Parents are willing to give up academic reputation for an environment that fosters work/life balance



JOB #3 – Help me develop a well-rounded person who will impact the world

When I:			So I can:
<ul style="list-style-type: none"> The school is not educating the whole child The school is focused on academics, test scores, etc. only and not how to function in the world My child is living a “bubble” with very little diversity of people, thought, experiences, etc. 			<ul style="list-style-type: none"> My child won’t become a “smart asshole” My child will be well-rounded My child will understand how she/he fits into the world
More About:			Less About:
<ul style="list-style-type: none"> Helping my child be a “whole/better person” Helping my child integrate into society Teaching my child how to act and deal with others who might be different from him/her The application of knowledge in the real world through projects, etc. 			<ul style="list-style-type: none"> Solely academic learning and academic pressures Traditional skill and drill educational methodology Reinforcement of a specific set of values, morals, ethics, etc.
Functional, social, emotional			Key Trade-offs
<ul style="list-style-type: none"> Focus on learning knowledge in real-life contexts Offer programs that focus on diversity Focus on emotional development of the child 	<ul style="list-style-type: none"> Encourage interaction with the local community Help my child understand her role in the world Help my child understand that the world does not revolve around them 	<ul style="list-style-type: none"> Help my child grow academically and emotionally Give me confidence that I’m raising a well-rounded child 	<ul style="list-style-type: none"> Parents are willing to give up traditional academic rigor/reputation for a program that focuses on emotional and social development of the child Parents are willing to travel farther or invest time and money in transportation for the emotional and social development of their child Diversity of people, thought, culture are more important than academic reputation



JOB #4 – Help me realize my plan for my talented child

When I:			So I can:
<ul style="list-style-type: none"> • Need a schools to challenge my child • The school cannot demonstrate a good enough matriculation rate to the Ivy League • The school does not have the reputation necessary to get my child into the Ivy League • Have a plan that I have been working to get my child into the best college (Harvard, Yale, Stanford, etc.) 			<ul style="list-style-type: none"> • My child can build his/her resume for the best colleges • My child will be ready for the rigors of college • My child will be mature enough to handle college • My child can continue the legacy • Be sure that my child has the best opportunities available to him/her
More About:			Less About:
<ul style="list-style-type: none"> • Getting into the best college • I did well, so I know how important (and competitive) education is • Schools that have top rankings on a national basis • The reputation the school has in the local market • Schools that can demonstrate high matriculation rates to the best colleges • The school being part of my plan for my child 			<ul style="list-style-type: none"> • Social and emotional well being, unless that is required for success • The kid making his/her own decisions • Having a diverse environment
Functional, social emotional			Key Trade-offs
<ul style="list-style-type: none"> • Prepare my child to attend the Ivy League • Ensuring my child builds the right resume, test scores, extra curricular activities, etc. • Ensuring my child gets accepted 	<ul style="list-style-type: none"> • Ensuring my child is with the appropriate set of peers • Preparing my child to deal with college life 	<ul style="list-style-type: none"> • Ensuring that I will fulfill my plan • Help me show others I am a good parent • Help me show others my child is exceptional 	<ul style="list-style-type: none"> • Parents will trade-off the emotional and social well being of the child in favor of the necessary academic rigors to get them into and Ivy League School • Diversity of thought, cultures, etc. is less important that getting into an Ivy League School