

THE WEEKLY

Monday, October 30, 2023



A Few Thoughts from our Principal ...

This past Thursday and Friday the teachers and I were at the Edvance Annual Gathering at Redeemer University in Ancaster. There were over 1,300 attendees there, including teachers, principals, paraeducators (EAs), office administrators, financial administrators and more. It was an excellent time of learning, connection, and lots of laughter. As for the learning, this year my highlight was my first session which was on Marketing and Enrollment, led by Jim Mackenzie. He spoke to a room full of those involved with school leadership. Jim Mackenzie used to be a principal of a K-12 school in Florida. In 2008 their school had a population of 140. In 2023 it is 615! They have a waiting list of over 200 families! His presentation was excellent- giving me a lot of food for thought about how WCS does its marketing. One part that I found quite interesting was about word-of-mouth promotion. This is something that our school does very well. Most of our new families come because they heard about us from you- our existing parents. He taught that if you survey your current parents about their satisfaction, out of 10, those who rate the school at a 9 or 10 are called your "Promotors". They bring in 90% of your referrals and are actively promoting. Those who rate the school as a 7 or 8 are called "Passives". They bring in only 10% of referrals and are often silent. (He even said that those who don't answer the survey are usually in this range). Finally, anyone who rates the school at a 0-6 are the "Detractors". They have a negative or unsatisfied experience with the school. They are 5 times more vocal than your Promotors. This information really struck a chord with me. I think that many of our parents are either Promotors or Passives. However, there are Detractors. What got me thinking, was, what makes someone a Detractor? What, if anything, can we do to change a Detractor to a Passive or Promotor? How do our Detractors affect our image in our communities, and then affect our enrollment? I am not going to do a full satisfaction survey of the school. But I do want to challenge you, where would you put yourself? If you are a Promotor- thank you! Keep telling others about us! If you are a Passive, what is it that makes you a Passive? And if you are a Detractor- please come and talk to me! One of the things that I try to promote at WCS is the openness to communicate concerns. If you are unhappy or feel disillusioned about your child's experience at WCS, please send me an email and we can set up an appointment. I want to hear your concerns! In the end, I had a great time at the Annual Gathering. I heard from many of our teachers that they learned a lot as well. I hope our families enjoyed their long weekend. As we finish October and the first fifth of our school year, may God continue to bless and provide for WCS as we continue to lean into his everlasting faithfulness.

This calendar lists upcoming HIGHLIGHTS only. Refer to 2023/24 School Calendar for ALL events.

DATE	TIME	EVENT	TAKE NOTE
Fri/Nov/03	—	Chocolate Sale Prize for WCS	Dress down day!
Mon/Nov/06	All Day	Ultimate Frisbee Tournament (Co-Ed)	Off Site
Tue/Nov/07	Morning	Photo RETAKE Day	Student Dress-Code Attire
Fri/Nov/10	—	P.A. Day	NO SCHOOL!
Wed/Nov/15	11:30am	Prologue Performing Arts Theatre Show	For ALL Students to enjoy!
Fri/Nov/17	—	Mid-Term Progress Reports	Going home with students at end of day
Sat/Nov/18	9am-2pm	Christmas Bazaar	Save the date!
Wed/Nov/22	3:50-5:30 & 6-9pm	Parent-Teacher Conference	Sign-up Link will be provided shortly
Thu/Nov/23	All Day	Volleyball Tournament (Gr. 7-8 Boys/Girls)	Off Site

Mrs. Donna Miles (Principal) - dmiles@willowdalechristianschool.org

Mrs. Elisa Santiago (Office Administrator) - office@willowdalechristianschool.org

PRAYER @ WCS

Join our **Weekly Parents Prayer Meeting** (via Zoom) every Tuesdays @8:00pm!

Contact Person ~ Suan Fong (WCS Parent) wcsprayerbox@yahoo.com.

If you have items to include in our PRAYER section, please send an email to: office@willowdalechristianschool.org

- Wednesday Worship ~ Pray for Mr. Thiessen as he continues the teaching on "Beatitudes: Asking for Help".
- Staff of the Week ~ Mrs. Barnes (Gr. 1)
- Families of the Week ~ *Der (7); Dankworth (2); DiLuciano (8/5); Edih (4)*.

THINGS YOU NEED TO KNOW

HALLOWEEN REMINDERS: Some friendly reminders about Halloween: 1) We do not celebrate Halloween at WCS. Students do not wear costumes to class. 2) We are a nut-free facility, so please check your children's candy before sending it to school. Also, please limit how much candy you send to school. Teachers may have their own guidelines. If unsure, please ask your child's teacher.

PHOTO DAY PROOFS: If you wish your child/ren to redo their photos, please return the proof to us before the re-takes are done on **TUESDAY, NOVEMBER 7**. The attire is school uniform dress-code.

ULTIMATE FRISBEE: Tournament is **NEXT MONDAY, NOVEMBER 6**. The coaches are Monica Kay and Howard Cheung. Ms. Kim is the staff member who will be going with them. Parents please check the letter as to what students need to bring. Email Ms. Kim if you have any questions (ikim@willowdalechristianschool.org).

GRANDPARENTS' AND SPECIAL FRIENDS' DAY: This very special day has been scheduled for **FRIDAY, DECEMBER 1** this year! Invitations will be coming home soon. For now, please let your families know the date, especially for those that need to travel far and plan head! We will need parent volunteers on that date as well, so if you need to book off work, here is your notice.

WHAT YOU NEED TO KNOW

GROCERY GIFT CARDS – Year Long Fundraiser

Fundraising is very important to help defray the tuition costs for all WCS families. A practical way to support the school in this initiative is to purchase Grocery Gift Cards from the office. These cards can be used at Valu-Mart, Loblaws, No Frills, etc. For each dollar that we sell, we receive 5% back. Annually we hope to raise \$8,000 - \$10,000. Gift Cards are available at the office year round - office@willowdalechristianschool.org

WCS ANNUAL CHRISTMAS BAZAAR ~ SATURDAY, NOVEMBER 18, 2023

We are asking the community to donate for the Rummage Sale (See attachment).

Vendors are also wanted, for we want to fill our gym with various shopping opportunities for our community! Vendor Fee = \$55 + \$13 (insurance) (\$45 for WCS families).



COOKING/BAKING for CHRISTMAS BAZAAR

We require **EACH** family to contribute to both the Food and Bake Table at the Christmas Bazaar. (Items must be labelled with the ingredients)

[Christmas Bazaar 2023 - Signup Sheet | SignUp.com](#)

NO Volunteer Hours are given for food donations since this is a requirement for all families to make the day a success.

Please drop off your baking in the kitchen on Fri/Nov/17.

~ Note - all questions should be emailed to the Bazaar Committee (not the office). Contact Helen Kapetanos and Cissy Ho at - wcsbazaar@yahoo.ca.

VOLUNTEER OPPORTUNITY

ASSIST with **SCHOLASTIC BOOK FAIR** (VSS Required).
Week of **Mon/Nov/27 - Thurs/Nov/30**. Sign up for a time slot at:

<https://signup.com/go/fELKMmh>

