



Who Cares? Improving Public Schools Through Relationships and Customer Service

By Kelly E. Middleton, Elizabeth A. Petitt



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Who Cares? is a call to arms for all proponents of public schools: administrators, teachers, support staff, and unions. It encourages schools to focus on the most important "R" of all relationships. Many advocate the importance of relationships in a school, but few articulate how to systematically address it. *Who Cares?* offers hope with real world customer service examples and practices that have been implemented in one public school district in the battle to win back students. Readers can expect to find a variety of tools and resources, including:

- Customer service ideas for all staff members (secretaries, coaches, bus drivers, custodians, cooks)
- Home visits best practice checklist (K-12)
- 29 ways for teachers to WOW parents and administrators
- 10 of the best customer service practices borrowed from the business world and applied to public education

An intentional focus on customer service, relationships, and making connections will not only positively impact the culture of your school, but will also result in improved academic achievement.

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- Sales Rank: #727040 in Books
- Brand: Brand: Wheatmark
- Published on: 2007-11-15
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .48" w x 6.00" l, .64 pounds
- Binding: Paperback
- 192 pages

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