

How to Talk about MHS Professionals to Prospective Families

Ask Questions: Conversation Starters



Tell me what you know about MHS.

MHS is a great choice for some families. Would you like to discuss the pros and cons?

How do you feel about the opportunity to change your child's future?

MHS can offer its students some great things, all at no cost, such as Visual and Performing Arts (VPA), STEM, athletics, internships, international travel, health care, etc. It may be worth looking into.

What are your goals for your child? Perhaps this is something that MHS can help you achieve. Is that something you are interested in learning about?

There is nothing to lose in exploring MHS as an option.



Be Positive

- ✓ Remind parents that they can stay/remain involved while their child is at MHS.
- ✓ Discuss the child's interests and strengths and see if MHS has these offerings. Help the family to determine if it would be a good match.
- ✓ All families should know about MHS and all that it has to offer children.
- ✓ Do a soft sell: "I'm not sure if you're interested or if you'd be interested in learning more about MHS, but your child is pretty remarkable and it might be worth a look."
 - Have empathy—encourage them to visit, look into it, take a tour—don't push.
- ✓ Cite what current parents are telling us as reasons why they are choosing MHS as an option:
 - Good educational opportunities
 - Achieve dreams and reach potential
 - Become best version of him/herself
 - Develop self-confidence and maturity
 - Safety and stability
- ✓ Remind families that this would be a partnership—this is a support to the family, not a replacement for the family.
- ✓ Focus on the child's strengths—not on what is lacking in his/her family situation.
- ✓ Talk about the competitive nature of the school: "It's a great place, and students who get the opportunity to attend have reported feeling pretty special."

What Not to Do

- Do not:** Be afraid to mention MHS to families as an option.
- Focus on parents' deficits or what is lacking.
 - Focus only on the financial benefits of MHS; MHS has so much more to offer students.
 - Focus on the financial burdens of the family.
 - Overpromise what MHS can do.
 - Be too aggressive in selling this to parents.

Have Resources

- Share our overview video mhskids.org/tour-mhs-video
- Offer to assist families with the application mhskids.org/application-for-admission
- Consider attending events with families mhskids.org/virtual-open-houses
- Review the criteria for eligibility to MHS on website mhskids.org/admissions-criteria
- Learn from other parents/sponsors mhskids.org/how-to-parent-from-afar-video

