

# Ascension Episcopal School

*Inspired to achieve.*

Gator Bytes!



September 28, 2011

Dear AES Families,

Have you shared the good news about Ascension Episcopal School? Are you wondering what the good news is? The answer is simple – the good news is the *sum total* of all the positive experiences you and your children have had and are having at AES.

So please, *be vocal!* Even in this age of sophisticated technology, word of mouth remains the single most effective marketing medium for independent schools. Websites and social media have significant impact but are strongest when used in conjunction with, not in place of, word of mouth.

Here's an example. I recently spoke with a parent who reported a conversation she had with a friend who has children not enrolled at AES. The friend was *surprised* to learn that AES offered a competitive varsity athletic program! This made a significant difference and the result is a family with a piqued interest in attending our school.

Let me suggest something very specific you can do that could have a tremendous impact for our school. By next week we will have on the AES website a number of dates in November for small-group visits to all four divisions of the school. Encourage your friends with children not enrolled at AES to attend these. Better yet, offer to bring them yourself.

Ascension Episcopal School is Lafayette's educational city on a hill. Be proud! Speak! Proclaim!

Geaux Gators!

Lee Cox  
Interim Headmaster