

## Choice in the Marketplace

There are choices in today’s K12 industry. It doesn’t matter if you agree or disagree. All that matters is fulfilling the public will and parents’ rights to choice options. Even in the choice movement, there are limited options, which is helpful in supporting parents in their decision making.

Consider the work of Dr. Iyengar who proved the greater the choices we have, the higher the expectations and the more worry we have about making the wrong decision.

She conducted experiments in grocery stores. The experiments 90 of jams for shoppers to try. Six different varieties on one day, 24 varieties on another, with smaller selections on 1/3 day. With the smaller selection, 40% tried the jams and 30% bought a jar. The bigger selection attracted 60% of the shoppers, but only 2% bought a jar of jam. This demonstrates that choice is alluring, but often confusing.

**A Choice Summary** is a helpful remedy for choice overload and engenders appreciation with parents and the community. It also gives you an opportunity to ‘keep the door open’ on enrollment decisions, particularly if you are willing to provide a hybrid model. Think of the pricing guides you might use when you’re buying a major appliance. The company that offers you the guide creates a sense of loyalty and commitment with you.

Here is an example that can be customized based on you offerings:

NAME OF YOUR SCHOOL DISTRICT

NAME OF GOOD POINT OF CONTACT + CONTACT INFORMATION

TRADITIONAL SCHOOL	CHARTER SCHOOL	PRIVATE SCHOOL	HYBRID
<ul style="list-style-type: none"> <li>● Tuition Free</li> <li>● Accountable to both families and state standards for academic results</li> <li>● May offer religion course as an elective</li> <li>● Focused programs and themed schools designed to meet diverse student needs, such as advanced learners or students requiring additional support</li> <li>● Access to FREE academic tutoring</li> </ul>	<ul style="list-style-type: none"> <li>● Tuition Free</li> <li>● Accountable to both families and state standards for academic results</li> <li>● Some specialized programs for student needs, such as advanced learners or students requiring additional support</li> <li>● Etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Tuition Varies / Vouchers subsidize only</li> <li>● Offer religious or other speciality curriculum across subject areas</li> <li>● Portfolio based assessment</li> <li>● Etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Off-site schooling</li> <li>● Access to free tutoring</li> <li>● Access to after school programs</li> <li>● Access to FREE academic tutoring</li> <li>● Access to FREE enrichment activities after school</li> <li>● Access to all athletic programs</li> <li>● Etc.</li> </ul>

<ul style="list-style-type: none"><li>● Access to FREE enrichment activities after school</li><li>● Access to all athletic programs</li><li>● Etc.</li></ul>			
--	--	--	--