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Empathy Enrollment

A people-centered protocol to understand how families choose schools and how well we meet their needs.

Purpose: Quickly surface how parents choose schools, what they need to feel confident and supported, and where district practices help or hinder access for their child.

Expected Outcomes

- 1–2 parent personas with concrete needs, pain points, and "moments of truth."
- A short list of keep/stop/start actions with owners, dates, and success evidence.
- Messaging cues for enrollment touchpoints.

Consent & Intro Script (read aloud)

"Hi, my name is _____. We're learning how families experience enrollment so we can make it better. With your permission, we'll take notes and may record parts of this conversation. We won't use your name in reports. You can skip any question or stop at any time. Is that okay?"

Interview Prompts (bullets)

- Walk me through a typical weekday from wake-up to bedtime.
- Tell me about the moment you decided to explore/enroll.
- What information did you look for, and where did you find it?
- Who did you talk to? What helped or confused you?
- When did you feel welcomed? When did you feel uncertain?
- What makes school a fit for your child this year?
- What gets in the way, FOR EXAMPLE transportation, forms, timing, communication, services?
- How do you prefer updates from school?
- If you could change one thing tomorrow, what would it be?
- Anything else we should know to support your family?

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Playback & Harvest

NEEDS MET	NEEDS UNMET	SURPRISES	SYSTEM BREAKS

Keep–Stop–Start

KEEP & SCALE:	
STOP NOW:	
START/PILOT:	

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