

Your School's Curb Appeal (Pride of Ownership)

You only get one chance to make a first impression on prospective families. Whether it is just driving by on the way to work or the store, or they stop to visit the school for an open house, the students and their parents will either develop a positive or negative image of your school by what they see and how they are treated.

Below is a checklist to follow on a regular basis (such as at the beginning of each quarter) to ensure all aspects of your school provide the desired curb appeal for visitors. Some of the items on the list are simple and inexpensive to incorporate into a school's budget, while others may require prioritization to resolve over a few school years. The key is to perform a regular review and for the school administration to make long-term improvement plans when required to resolve the more difficult or expensive items. Supporting the school's administration with your time and that of other volunteers will help your school keep that appeal that led you to bring your family to the school's community.

Curb Appeal Checklist

School marquee

- In good shape, properly painted and maintained
- If electronic, it is fully functional with no sections failing
- Information presented is up-to-date and timely
- It is easily seen and read from the main street passing the school

Parking Lot

- The entrances and exits are marked clearly
- It is clear where visitors are to park
- Directions to the office are easily visible from visitor parking
- If security gates are installed, the directions to obtain assistance for entry are properly posted and explicit
- Parking lot is properly maintained
- Parking spot lines are easily visible
- Light poles are functioning and properly maintained (painted, bulbs replaced promptly, etc.)

Landscaping

- Grass is mowed at proper intervals and neatly edged
- Trees and bushes are kept trimmed
- Dead or dying plants are removed
- Flower beds have weeds and debris removed
- Garbage cans outside buildings are properly maintained and emptied at the proper intervals
- Landscape lighting is functional

Easily Viewed Buildings

- Paint is in good shape
- Trim is properly maintained
- Windows are clean and not cluttered when viewed externally
- Window screens are clean, with no holes or rips
- Visible roof appears properly maintained
- Viewable roof equipment looks properly maintained and void of rust or missing covers/parts
- Lights throughout the campus are functional, such as door lights, security lighting, etc.
- Fencing is properly maintained, with no visible damage or loose/leaning sections.
- Gates function properly, with latches and security controls in proper working condition

School Office

- Door for visitors to use clearly marked, including welcome signs
- Visitor desk clearly marked
- Office inviting (flower vase, plants, counter not cluttered, etc.)
- Staff assisting visitors in person are friendly and fully trained
- Staff answering the office phone are friendly and fully trained
- School mailbox is in good shape
- Flagpole is properly maintained, with the flag properly displayed.
- The flag has no tears/holes and is not overly faded

Playground

- Generally void of weeds
- Equipment in good working condition and appearance
- Equipment is safe and all safety apparatus in proper working condition
- Sun cover in good shape (not ripped, or has holes, etc.)