**Module 5: First Impressions**

**Materials needed:**

*First Impression Report Card* Worksheet

Flipchart, writing tools

Reflection Form

**Estimated Time:**  15 minutes

**Goal:** Participants will evaluate physical first impressions of the school and identify ways in which they can impact those impressions.

**Suggested Facilitator Script:**

*Customers form impressions of the school the first time they visit. A customer can form an opinion of a school just by its physical appearance. Consider your experiences as a customer. What first impressions have you formed about a business just by looking at its physical appearance? How welcoming do you perceive a business to be if there isn’t an easily identifiable entrance? What are some physical qualities that attract you to a business? The physical appearance of a school or business plays a big role in customer service.*

**Activity:**

Distribute the *First Impressions Report Card* worksheet and allow five minutes to complete the worksheet. Ask participants to briefly share what they found to be strengths and weaknesses. Following the discussion, thank participants and invite them to consider how they might help to improve the school’s First Impressions “Grade Point Average.”

\*For a more in-depth activity on external building signage, please see the Visual Communication materials available on the Family Engagement website: familyengagement.weebly.com.

**Conclusion and Reflection:**

Following the activity, thank the participants and distribute the reflection forms.