



January, 2019

Sharing the Prince Experience: Identifying Prospective Families



Victoria Carter
Admissions Director

This year we had the privilege of welcoming 125 new smiling faces at PACS, which is more than any other private school in the greater Athens/Monroe area. Thirteen of those 125 students joined us for the second half of the year, and they started school this month. The large majority of these families originally considered Prince because of referrals from current parents like you!

Billboards, preschool visits, mailings, newspaper ads, church recommendations, etc., are all methods that aid prospective families in learning about Prince Avenue Christian School; however, *referral by a current Prince family remains the number one reason prospective families visit our campus.* Each of you, as a current PACS family, plays an important role in helping us identify families that share our Christ centered values and seek a quality college preparatory education with mature cocurricular programs taught from a biblical worldview. There is no greater advertisement for our school than words of praise given by our current families.

As the school's admissions director, I have never liked hearing "PACS is the best kept secret in the Athens area." If you treasure PACS and a Christ-centered education, then we would love for you to share this "secret" with your friends, church members, co-workers, or extended family members. You would not just be sharing your love for our school, you would be helping educate other parents that school should be so much more than academic instruction. At Prince we continue to do an excellent job at preparing students for college, but we do so much more like teaching students Christian values to compliment what you are teaching them at home to ensure they have a solid foundation from which to make future decisions. We are preparing students to be more than just responsible citizens; we are teaching them

about the Kingdom and how to lead and serve others as a member of the body of Christ. So, how can you help us do this?

- 1. Referral Form:** There is a referral form on the website that you can use to give us contact information of prospective families. We will use this information to reach out to these families and invite them to upcoming admissions events. You can find the referral form at the following link: <http://princeave.org/admissions/pacs-student-referrals>.
- 2. Special Events:** Invite interested families to special events such as athletic competitions, fine arts productions, Prince Previews, or a Wednesday chapel service.
- 3. Admissions Packets:** Feel free to stop by the Admissions Office at any time to request an official admissions packet to give to a prospective family.
- 4. Social Media:** Make sure you are following Prince Avenue Christian School on [Facebook](#) and [Twitter](#). We love when our current families share our posts on their personal social media accounts!



If you have any questions about your family's reenrollment, enrolling new students at Prince Avenue Christian School, or if you would like us to contact any prospective families who may be interested in making an eternal investment through their child's education, I encourage you to have them contact my me at vcarter@princeave.org or call me at (678) 726-2305.

Thank you for your continued partnership,

Victoria Carter
Director of Admissions