

Family Journey Map

See how families' views change over the years, then plan what to do at each stage.

- Year 1. Families are most positive here. Most would recommend the school, and ratings of administration are at their highest.
- Years 2 to 4. The first big drop. Ratings of administration fall and fewer families say they would recommend the school.
- Years 5 to 8. Another step down. Ratings of administration and student policy areas fall again, and more families say homework is too much.
- Years 9+. Ratings level off, but about 1 in 5 families is unlikely to recommend the school. Feeling personally engaged holds steady throughout.

	Year 1	Years 2-4	Years 5-8	Years 9+
How we stay in touch Who reaches out to families at this stage, and how?				
What we hear What do families at this stage tell us, formally or informally?				
Where we might lose them What moment or issue could weaken the relationship here?				
One idea to try One small change or experiment for this stage.				
Which stage needs the most attention first, and why? Who needs to be part of the conversation?				

