

Everyone is the Marketing Department

It's Not My Job!

It is the middle of August, and Sally Jones is getting ready to send her third grade son back to school. The Jones family recently moved into Invisibleville, so Sally is a bit anxious about the process she needs to follow to register her son for school. Because she's not sure which district elementary school her son will attend, she calls the district office for more information. After looking the number up in the phone book, she calls the district office, tells the receptionist that she needs information on how to register her son and then is transferred to the elementary education department. The phone rings four times and she is transferred into the voice mail box of Betty Smith, the secretary to the director of elementary education. Sally describes her situation, the information she needs and leaves her name, address and phone number.

After two days, she has not heard back from Betty Smith so she calls back and gets Betty Smith's voice mail again. She repeats her previous message. In the next day's mail, Sally receives a large packet from Invisibleville Public Schools. She opens it to find an information brochure about the school district, a student discipline handbook, a registration form, a health form and a parent information form. She's not sure what to do with the forms and she still does not know which school her son will attend.

Sally calls back to Betty Smith and once again, gets the voice mail. Slightly irritated, Sally explains who she is and what she wants and points out that she called twice before and is expecting a call the same day. About two hours later, Betty calls and politely shares the name of the school, the phone number and the name of the principal. When Sally asks about the forms, Betty says she doesn't really know the process and suggests Sally call the school.

Sally calls her son's new school, Impression Elementary School, and asked for Mr. Sales, the principal. Nancy Martin, the school secretary, answered the phone and told Sally that Mr. Sales was out of the office and would not be back for two days. Sally asked about the forms she needed to complete and was told by Nancy that she needed to bring the forms into the school office.

So Sally completes the forms, as best she can, and arranges a time to stop by the school a few days later. When she arrives at the school, she is greeted by Mr. Sales. As he reviews the forms, Mr. Sales notices that Sally does not have the student transfer form. Since he was out of copies of the form, he suggested that Sally go to the district office to get the form, and then return it completed to the school. Sally then drove to the district office to see Betty Smith for the transfer form. Betty was not at her desk, but Sally met Linda Williams, the director of elementary education. Linda knew the form that Sally needed, but could not find a copy in Betty's office. She called one of the elementary schools, had the form faxed over and gave it to Sally.

After completing the form, Sally returned it to the school. Her son was finally registered for school.

It's Not My Job – Discussion Questions

- Is this a situation that would be at least partially possible in your district?
- If this happened to you, how would you react?
- What steps could have been taken to prevent this from happening?
- What do you think Sally will say about her experience in attempting to register her son?