

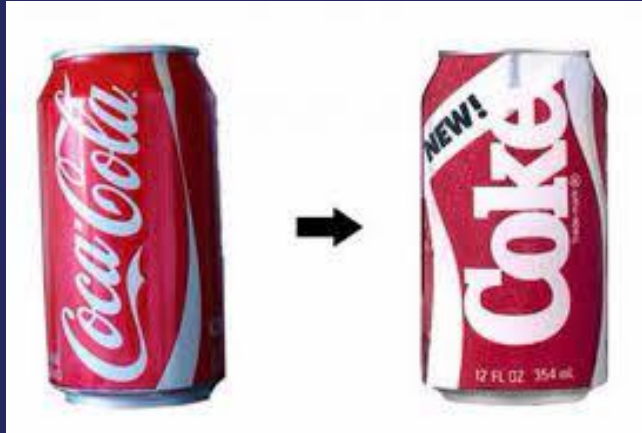


The Milken Way

Creating story moments,
one interaction at a time.



Power of Perception



A good customer service experience heavily impacts recommendations. Consumers who rate a company's service as "good" are 38% more likely to recommend that company.

94% of American customers will recommend a company whose service they rate as "very good."
(Qualtrics XM Institute)



What's our Business?

Danny Meyer
founder and CEO of Union Square Hospitality Group



“You may think, as I once did, that I’m primarily in the business of serving good food. Actually, though, food is secondary to something that matters even more. In the end, what’s most meaningful is creating positive, uplifting outcomes for human experiences and human relationships. Business, like life, is all about how you make people feel. It’s that simple, and it’s that hard.”



What's our Business?

Are we in the business of teaching and learning,
or are we in the people business who teaches
and learns?

Why can't it be both?!

When people feel an affinity with an organization,
they factor in product and experience.



Our Solution: The Milken Way

Credo

Milken Community School is a place where genuine relationships lead to meaningful learning. At Milken, we all pledge to do our part in building a warm community, who views every colleague as a teammate, every student as our own child, and every parent as a partner in fulfilling our mission. Every member of our community is empowered to take the initiative to create a story moment in each interaction.



The Milken Way

Motto

Creating story moments, one interaction at a time.

Four Steps to Creating Story Moments

1. Give a warm, sincere greeting.
2. Lead with empathy.
3. Go above and beyond.
4. Follow up meaningfully.



We're all on
team External
Relations

Employees Come First!

Start At the Core

- Inner circle - faculty, staff, admin (everyone on the Milken team) - we're all in the relationships business
- Middle circle - current families (parents, students), current donors (including grandparents) and alumni/alumni parents
- Outer circle - prospective families and partner organizations



The Milken Way

The Employee Promise

At Milken Community School, our valuable faculty and staff are integral to realizing our mission. As we work together to fulfill our mission, we work to create storied moments in every interaction for one another. At Milken Community School, all of our employees are part of a team. As a team, we are one another's strongest cheerleaders and we evaluate ourselves with integrity as we iterate and grow toward living our core values and delivering on our mission.



Prizmah Gatherings – Jan 2024
The Milken Way

Internal Relations

The focus on our internal Milken community, ensuring that the care and attention we value in our relationships with our external constituencies is reflected in the way we hold up and honor our faculty and staff.

We are all responsible!





Power of Customer Service

Great experience opportunities are built at every step of our families' journeys through Milken.

Admission Process

- Campus tours
- Interviews
- Proactive check-ins

As a Student/Parent

- In-class experience/Official notes
- Events/trips on and off campus
- Extracurricular
- Proactive calls to check-in on families

Alumni

- Staying in touch
- Reunions
- Mentorship and networking

***Proactive outreach is
the most powerful form
of relationship
building!***



Power of Customer Service

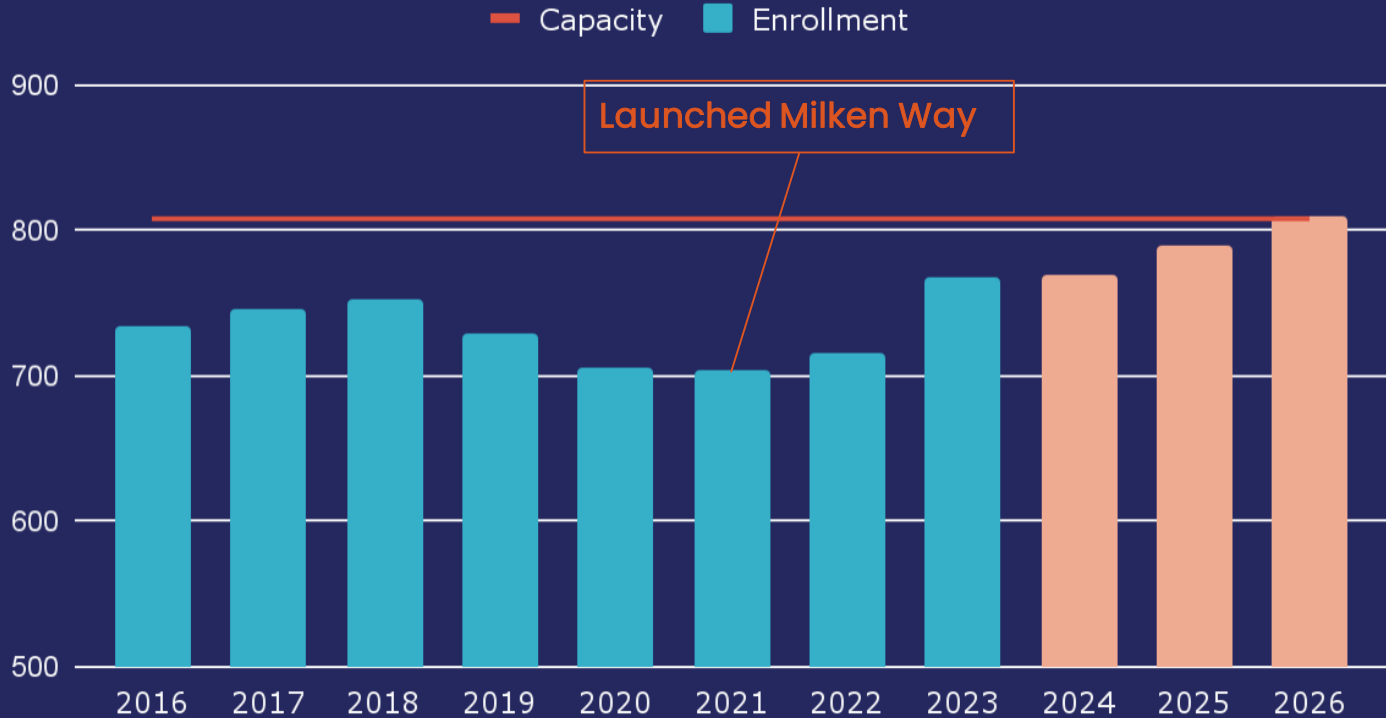
Retention and Word of Mouth: When organizations make people feel noticed and valued, people in turn increase loyalty and references/word of mouth.

The Milken Way at Work in 2021-2024

- 96% retention - highest in history
- 75% of applicants for independent schools come through referrals from current or former families. **At Milken, it is now 90%!**
- Increased amount of positive feedback

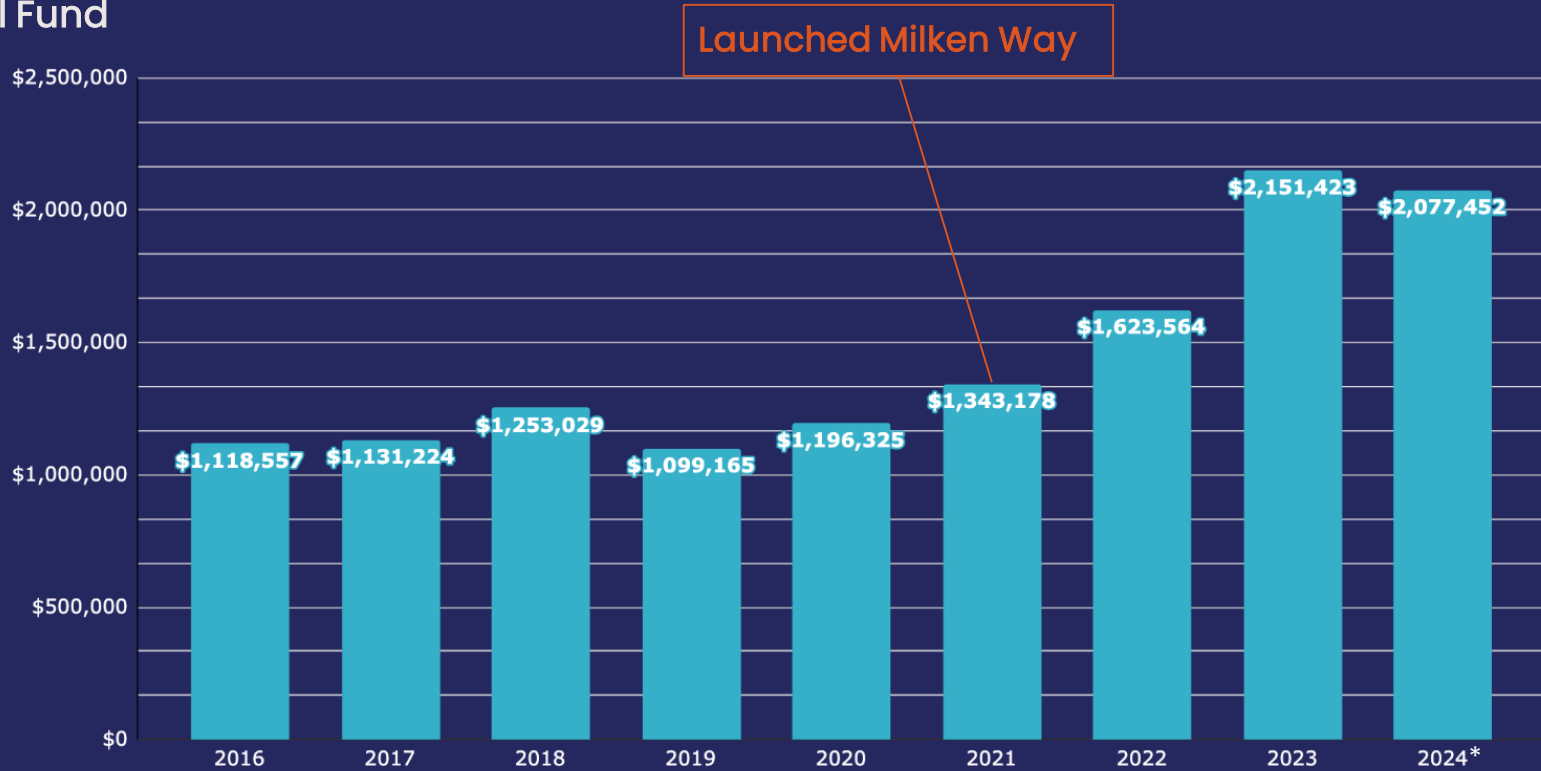


Milken Enrollment





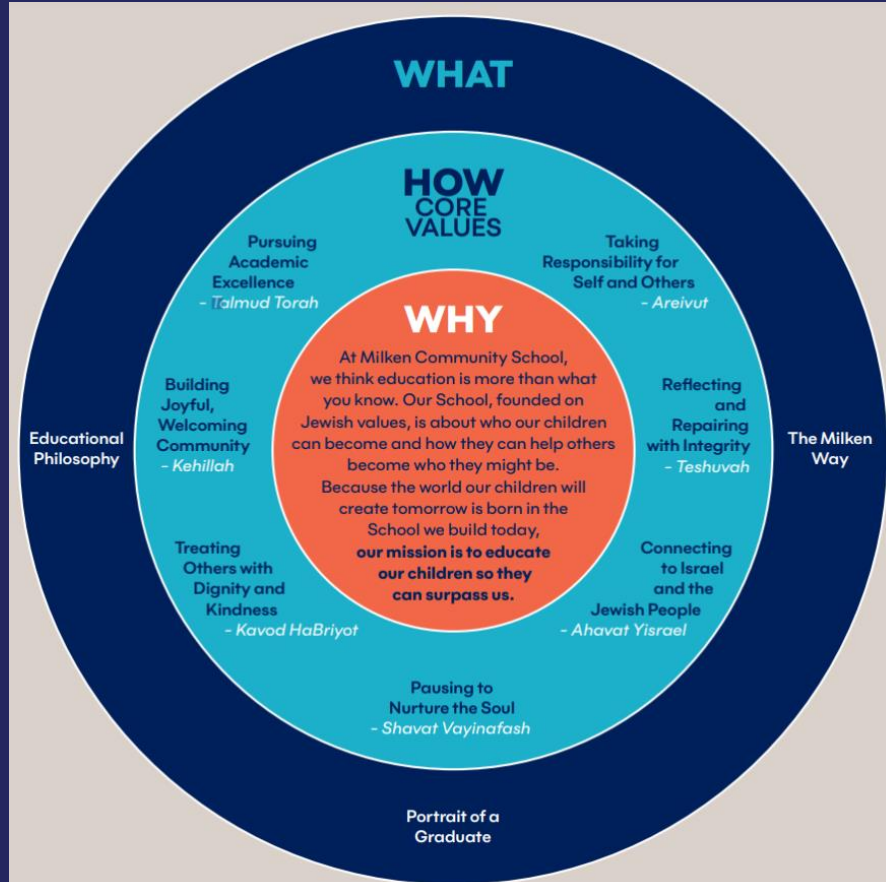
Annual Fund



*as of December 2023



Top Down Buy-In





Budget for Milken Way

