"As an Administrator, you are the face of New Haven for your particular community - which means no matter where you are, you are representing New Haven, showing how our particular brand of excellence stands out both inside and outside our buildings.  If you're new to the Administrator role, here are some suggested actions besides keeping our homes tour-ready at all times:

**What does tour ready mean**:

* Walk your buildings several times a day, always be tour ready!
* Look for odors, stains, spills, sticky floors and trash on the floor or over flowing trash cans.
* Clean restrooms/toilets
* Pick up trash around the perimeter of the buildings, around the dumpster.
* Throw away dead plants
* Tidy living, dining and day room (all common areas)
* Curtains are nice and tidy
* Kitchen is clean and de-cluttered, food is put away promptly after meal time.
* Home smells fresh and clean
* Printed inquiry sheets ready for tours/Tour folders easily accessible (do staff know where they are and what they are for?)

**Administrators must constantly strive to build and maintain a customer-oriented culture. Management team members are expected to model and train the right behaviors for all community staff members, which will help create a passionate focus on growing and sustaining high occupancy**

* Following up with family members who have recently visited our homes - whether they have a loved one living with us or not!
* Distributing brochures / flyers on behalf of New Haven at least 4 outreach visits per month
* Participating in social events at least 1-2 per month and monthly support groups
* Volunteering for local events in the community (Senior focused)
* Using social media (Facebook, Twitter, etc.) to raise awareness and highlight excellence, share weekly pictures of events and daily life at New Haven.
* Plan monthly family nights
* Work in BlueStep call at least 5 leads per week
* Work APMF and Caring.com leads that are emailed, communicate with Holli on who will respond to lead initially. Goal is to get them in for tour.
* Follow up on APFM/Caring.com leads in BS. Set tasks, enter notes on communication after speaking with leads.
* Communicate with home health and hospice agencies daily about vacancies, ask for referrals!
* Promote Family/Friend Referral Program