

# Students As Customers

Greater New York Conference Office of Education

**Customers are the most important people in any business**

**Our customers are our **students****

- ☒ Students are not dependent on us. We are dependent on them.
- ☒ Students don't interrupt our work. They are the **purpose** of our work.
- ☒ Students do us a favor when they come in. We aren't doing them a favor by waiting on them.
- ☒ Students are an essential part of our business - they are not just outsiders.
- ☒ Students aren't just money in the budget. They are human beings with feelings, and they deserve to be treated with respect.
- ☒ Students deserve the most courteous attention we can give them. They are the lifeblood of every school. They pay our salaries. Without them, we would have to close our doors.

**Our students deserve  
the **best** we can  
provide. It is important  
that we never forget it!**

**-From a Noel Levitz Conference**

