

Prepare Parents + Launch

The system is built. Now make sure your families understand it before you officially go live.

A successful launch should feel clear, organized, and intentional. Parents do not need the entire rulebook. They do need to understand what is changing, where their child belongs, how progression works, and what the school now expects from them.

THE BASIC IDEA

Tell current families first. Explain the pathway in simple language. Give every student a clear starting level. Make the website, software, curriculum, and Badge Show calendar match what you are saying. Then launch publicly.

CURRENT FAMILIES HEAR IT FIRST

Do not let a parent discover the new program from an Instagram post. Your existing families already trust the school and deserve a direct explanation before the public announcement.

- Explain why the school became a UDJC Certified Riding School and what the education is trying to improve.
- Introduce Unicorn, B, E, and A as educational stages, not labels of status or talent.
- Explain that weekly horsemanship and Badges are now visible parts of progression.
- Share the first Badge Show dates so families immediately see that the pathway has real goals.

DO NOT OVERLOAD THEM

Parents do not need to memorize Performance Levels, Championship rules, every Badge component, or the complete Certified Riding School Manual. Give them the information they need for their child today and show them where to find more when they need it.

KEEP THE FIRST MESSAGE SIMPLE

This is your child's current level. This is how often they should ride. This is what they are learning. This is how the next Badge works. These are the first show dates. This is who to ask when you have a question.

Tell Every Family Where Their Student Fits

The placement work from Step 1 now becomes a real conversation with the family.

Every current UDJC student should know their starting level. Families should also understand that a level is not a permanent identity and it is not a ranking of children against one another. It describes the education the student is currently receiving.

WHAT PARENTS NEED TO UNDERSTAND

- The trainer places the student according to riding ability, independence, understanding, horsemanship, and readiness for the level.
- Advancement is based on education, not age, lesson count, pressure from friends, or a promised timeline.
- The lesson trainer and Head Trainer decide when a rider is ready to attempt the next Badge.
- The independent UDJC judge decides the official Badge result.
- Riding frequency matters. Level E students who jump ride at least twice weekly, and Level A students ride at least three times weekly.
- Horsemanship is part of every level, not an optional add-on.

DO NOT PROMISE A MOVE-UP DATE

Give families a development plan, not a graduation date. Tell them what is secure, what still needs work, and what the trainer will do next. A clear standard is easier to defend than a vague promise.

CURRENT STUDENTS MAY NEED A TRANSITION

Some existing lesson groups may change because the UDJC structure is now clearer. A rider may need a different group, a second weekly enrollment before jumping, more individual work, or a more appropriate horse. Explain the educational reason for the change. Do not make it sound like punishment.

PARENTS SUPPORT THE SYSTEM BEST WHEN THEY KNOW THEIR ROLE

Parents should know where to find schedules, payments, policies, Badge Show information, and communication. Technical placement and training decisions remain with the trainers. The goal is a strong partnership with the family without turning every progression decision into a negotiation.

Make the Customer Journey Ready

The public launch only works if the experience behind the announcement is ready too.

WEBSITE + SOFTWARE MUST NOW BE READY

In Step 2, you were allowed to keep moving while the digital project was still under construction. That grace period ends here. Before public launch, the website and normal riding school systems need to be functional enough that a new family can understand the program and actually start.

- Your website clearly shows UDJC Certified Riding School status and explains Unicorn, B, E, A, horsemanship, Badges, and the pathway into competition.
- A parent already familiar with UDJC can immediately recognize the real UDJC pathway at your school.
- New families have one obvious way to book or request a trial or evaluation.
- Your software or operating system can handle students, recurring lessons, billing, schedules, trainers, horses, and normal communication.
- UDJC Show Manager is ready for the official competition side.

BUILD THE NEW-STUDENT ENTRY POINT

A new rider should not simply be dropped into whatever lesson has an opening. Use a trial or evaluation to decide the correct starting point and recommended riding frequency.

A GOOD TRIAL FLOW

- The family knows where to arrive, what to wear, and what to expect.
- A trainer evaluates the rider rather than relying only on the parent's description of previous experience.
- The school explains the recommended level and riding frequency after the evaluation.
- The family receives a clear next step into the appropriate recurring program.

Use the UDJC parent brochure and trial evaluation sheet as part of the customer experience. Add your own school specific pricing, policies, contact information, and enrollment process around them.

MAKE THE BRAND VISIBLE

Your Certified Riding School status should now be visible online and at the school. Use the official name and approved materials. The label means something only when the program behind it is visible in the lessons, the horsemanship, the Badges, and the way families experience the school.

Launch the Program

Once the internal pieces match the public promise, choose the date and go live.

ONE CLEAR FAMILY LAUNCH

Send one clear launch communication to current families. Depending on the size and culture of the school, that can be an email, a parent meeting, a short video, or a combination. The message should answer the obvious questions without turning into a forty-page manual.

- Why the school chose the UDJC system.
- What Unicorn, B, E, and A mean.
- How each current family will learn the student's starting level.
- How weekly horsemanship fits into the program.
- How Badges control advancement.
- The first Badge Show dates and why students should participate.
- Where parents find schedules, policies, registrations, and future information.

THEN LAUNCH PUBLICLY

Once current families have been informed, announce the Certified Riding School publicly. Update the website, Google presence, social media, facility signage or materials, and any normal new-student communication so the same message appears everywhere.

THE PUBLIC PROMISE

A new family should be able to find your school, understand the pathway, see how to begin, and recognize that correct riding, horsemanship, horse welfare, and meaningful progression are part of the program.

WHAT HAPPENS AFTER ONBOARDING

The onboarding pages end here, but the system does not. Your school now moves into normal Certified Riding School operation. Use the full Certified Riding School Manual as your standing reference, attend the monthly Certified Riding School calls when practical, use current UDJC materials, and keep the program aligned as rules and resources evolve.

Your website, software, student records, trainer education, horsemanship program, and Badge Show calendar all need to stay alive. Certification is not a launch-week campaign. It is the way the school operates.

Your Step 6 Assignment

Complete the final readiness check, tell your families, and choose the day the program officially goes live.

WHAT TO DO NOW

PREPARE YOUR FAMILIES + GO LIVE

Complete the following before you consider onboarding finished:

- Confirm the final starting level for every current UDJC student and make sure it is recorded.
- Prepare one clear communication for current families explaining the pathway, horsemanship, Badges, and the first Badge Show dates.
- Decide how each family will be told their student's starting level and recommended riding frequency.
- Make sure trainers know how to answer common parent questions without promising move-up dates or negotiating standards.
- Confirm that the website is live and accurately presents the UDJC Certified Riding School program.
- Confirm that the software and normal customer workflows are ready for scheduling, billing, communication, students, trainers, and horses.
- Put the trial and evaluation process in place for new students and make sure placement happens before enrollment.
- Prepare the UDJC parent brochure and trial evaluation sheet for use with families.
- Confirm that weekly trainer materials and weekly horsemanship are ready to begin or are already operating.
- Confirm that at least three Badge Show weekends are on the annual calendar and the first show is already moving.
- Make sure your Certified Riding School branding, website listing, and public information are accurate.
- Choose your official launch date and provide UDJC with the current website URL and launch information for the final launch check.
- Inform current families first. Then announce the Certified Riding School publicly.

FINAL CHECK: If a parent walks into the barn tomorrow, can your staff explain the pathway, identify the student's level, show where horsemanship happens, explain the next Badge opportunity, and actually operate the system you are advertising?

**READY? LAUNCH YOUR UDJC CERTIFIED RIDING SCHOOL
ONBOARDING COMPLETE**