



Promotion & Marketing Committee Terms of Reference 2011

Name: Sts Peter and Paul Primary School Promotion & Marketing Committee

Goals:

To ensure that the school is promoted amongst the community and marketed as a school of first choice.

Deliverables:

Promotion of Sts Peter and Paul for

- Catholic Schools Week
- Enrolment period
- Significant events both fundraising and celebratory

Scope / Jurisdiction:

Guidance from the School Community Council:

Schedule of Main events for promotion

It is suggested that marketing opportunities occur:

- During Catholic Schools Week (early second term)
- Preceding and during the Catholic Schools enrolment period (in May)
- Publishing a brochure/information pack early in the year to hand out to prospective families as they visit the school
- Promotion of significant events as advised by the SCC

Examples of promotional activities which may include:

- Signs for display on Yamba Drive, Wisdom Street and other significant points of high traffic
- A4 colour brochure showcasing the school
- Advertisements in The Canberra Times and Canberra Chronicle Education features
- Letter box drops (externally organized)
- Contact with local media outlets to advise of significant events
- Keeping website updated as to events such as Open Day

Suggested process to identify issues:

- The coordinator should seek input from the school community council so that adequate time is given before each promotional activity.

Suggested process to organise Open Day

After the activities for the promotion of the school have been determined, the coordinator should:

- Organise materials to be produced or printed

- Arrange advertising with current correct details of Open Days
- Investigate use of outside agency to provide letter box service
- Organise committee members to take on various roles such as:
 - Promotion of the school at preschools or workplaces
 - Arranging the catering for the event such as Open Day (tea, coffee, simple refreshments)
 - Coordinating/directing the activities of parents who come on the day so they know how they can assist (school tours, answering questions, catering...)
 - Making sure all school environment is in top shape (liaise with environment committee)
 - Keeping a list of people who have attended and/or otherwise undertaken activities and arranging for them to be thanked (eg by a thank you card and/or mention in the newsletter).

Committee meetings

The Promotion & Marketing Committee should meet early in Term 1 to sort out dates and major activities for the year. After that they should meet as little or as often as members agree in order to arrange events. Arrangements may also be made outside of meetings by phone and email, facebook or whatever works for people. A meeting at the end of, or shortly after, each significant event is recommended to reflect on what went well and to prepare the report for the Council. The Coordinator is invited to attend school community council meetings to seek input and present reports.

Resources and Budget:

There is a budget for promotional materials including advertising costs.

Governance and Reporting

The Committee should report to the School Community Council before and after Open Day and other significant events.

The first report of the year should contain the dates for promotional activities for the year.

The report prior to the Open Day should outline the planned activities for that day, as well as those in the weeks leading up to the day.

The report after Open Day should contain a record of what activities were undertaken, the effectiveness of promotion activities and lessons learned to assist in planning for future Open Days.

The Coordinator should maintain a folder of costs, reports, sample promotional materials and Committee activities to assist in the planning of future events.