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## **Promotion and Publicity Policy**

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### **Introduction**

The concepts and practices of commercial marketing cannot be applied wholesale to education, but there are many valuable parallels. The school Promotion and Publicity Policy describes the principles and practice employed in providing the local community with an accurate and positive profile of St. Joseph's Catholic Primary School.

In some areas, (especially media relations), positive and successful promotion should benefit our pupils as they learn to appreciate that they and the school are part of a wider local community and recognise the roles that they and the school can play in this community. It links to the Community Cohesion Statement. The purpose of this policy is to clarify existing practice and to promote the development of a more coherent, co-ordinated and purposeful approach.

### **Principles**

St. Joseph's Catholic Primary School strives to provide clear information, which will enable parents to see how the school can fulfil the educational needs of their children. This policy is based upon the principles and aims, which are detailed in the School Development Plan.

### **Market research**

Whilst the legal requirements of schools, in particular those relating to the National Curriculum, dictate the fundamentals of what schools offer, there is considerable scope for different emphases in approaches, styles and qualities. The school places great value on knowing what pupils, parents and the wider community require, and through our 'open door' approach information is constantly being gathered:

### Formally

- Inviting feedback on specific issues through letters / Newsletter requests
- Parent questionnaire
- OFSTED report and action plan
- Engaging with local newspaper staff and building strong relationships with them

### Informally

- Parent helpers in the classroom / on visits
- Day-to-day encounters - classroom, social / sports events etc.
- Consultation meetings
- Visits by prospective parents

## **Promotion**

Many of the normal daily activities at the school viewed by pupils, staff, parents and visitors naturally result in judgements being made. First impressions are often very lasting ones. A variety of strategies are employed to influence the judgement-making process and give an accurate positive image to the school. Whilst leadership and coordination are given, all staff, governors and pupils share collective responsibility for contributing to this image.

The following notes explain routine practices, which have been adopted and describe the school's expectations:

### The school environment

- the school buildings and grounds are of considerable importance in providing both pupils and staff with a clean, pleasant and stimulating learning and teaching environment.
- The practical measures, which contribute to this provision, will also influence the perceptions of parents of prospective new pupils.
- Staff are expected to ensure that classrooms are well organised and tidy, and that pupils' work is attractively displayed.
- Pupils are taught to be tidy and to care for their school, equipment, grounds and vegetation.

## **Reception**

- The school prides itself on its open door approach and the welcome given to visitors. Visitors are greeted warmly by the reception staff on duty and issued with identification badges.

- If waiting is necessary, visitors are seated in the display area of the entrance and offered refreshments whenever appropriate. A publicity scrapbook called, 'Read all about us' is on display for visitors to read. Displays are changed regularly and often have a current theme, which will be of interest to parents and other visitors.
- When visitors meet staff, introductions are made in a clear and friendly way.

### **Pupil personal appearance and conduct**

- Pupils are expected to extend the same courtesy to visitors as to all members of staff and to each other. They are also expected to take pride in their personal appearance and to comply with the guidance given in the School Uniform Policy.

### **Professional relationships**

- It is important for the staff and governors to remember that the way they relate to each other, to parents, to pupils and to the wider community sends a vital message about the care, skills and organisational effectiveness of the school.
- The fulfilment of the school's aims relies very much upon the establishment of caring professional relationships.

### **Communications**

All forms of communications make an important contribution to the development of the school's image within the community.

#### **Verbal**

- All telephone conversations are dealt with in an efficient and friendly manner. Calls are answered as promptly as circumstances allow, and if the person requested is not available, messages are relayed or advice given on appropriate times to make contact.
- Presentations to colleagues, governors and parents are professionally delivered with use of audio-visual aids and well-produced hand-outs where appropriate.

#### **Print**

- A simple house style has been adopted, based on the school badge as the logo, and using the school colours for signs, uniform, school bags etc. With the exception of some routine internal documentation, most printed materials are viewed by

parents and members of the community. These materials include:

- letters and notes to parents
  - newsletters
  - publications such as the school prospectus, governors' reports and information sheets
  - promotional materials such as programmes, posters and tickets for school events
  - press release forms
  - we encourage the use of Verdana font size 12 for printed communications, and Comic Sans in school for displays.
- Such materials whether printed or hand-written are therefore expected to:
    - carry the logo, identifying their origin
    - carry the mission statement, if appropriate
    - be of high quality, reflecting the values and professionalism of the school
    - look attractive and interesting
    - be well written, showing a sense of audience, and well reproduced

### **Internet**

- Every effort should be made to develop the school web site and encourage its use together with Parent Mail as the primary communication vehicle with parents and initial contact for prospective pupils and parents. This will be reviewed annually by Promotions and Publicity Committee and every encouragement made to staff to make up to date content available

### **Media**

- All staff are encouraged to be alert to newsworthy events and achievements, which could raise the school's profile in positive ways. Selected Community events and activities held at the school are advertised, if appropriate through the local media.
- Any contact with the media is approved with the Head and School Business Manager prior to publication.
- Staff vacancies are advertised appropriately for best results and value for money.

## **Sponsorship**

- The school has not yet sought significant sponsorship of any activity or event, but no objections are held in principle providing that any sponsorship activity:
  - attracts positive and constructive attention to the school
  - pursues and does not compromise the aims and principles of the school
  - imposes no threat of damage to health or the environment
  - is negotiated by Head and subject to approval of the Governors
  - any concerns which may be voiced about a specific case of sponsorship are dealt with in an open and positive way.

## **Review and Evaluation**

Many practical activities relating to promotion and publicity have a temporary high profile and whilst they remain topical informal evaluation takes place. More formal review and evaluation is carried out on a regular basis through the Promotion and Publicity Committee.