SCHOOL MARKETING POLICY

Implementation Date: 14 September 2015

Review Date: Term 3 2017

Why
For the strategic plan (2015-2018) the school has set itself the goal of arresting declining enrolment.

Like many rural schools, Zeerust Primary School has experienced a shrinking of its enrolment over the past decade, going from an entitlement to two full-time teachers to just 1.5. In an open education market, where parents are allowed the choice to go past their nearest school, ZPS is competing not just for local families, but also for families from the city of Shepparton and nearby communities. In the past, the school has not actively promoted itself to this wider community, and its efforts to local families, have been ad hoc and ineffective.

With the current strategic plan the school has given itself permission to implement a marketing strategy and hence the requirement for this document.

What
The marketing strategy will promote the following messages:

• Zeerust Primary School: It’s worth the drive:
  o Many children are driven to school. Once they are in the car then the distance travelled can be irrelevant.
  o We offer individual attention in a small family atmosphere. No one slips through the cracks at ZPS.

• Fitness in Mind & Body:
  o We encourage the development of the whole person both academically and physically.
  o We don’t hold kids back and neither do we push them on if they aren’t ready yet.

• The Six Rs and The Six Ways of Thinking:
  o We have a fully evolved pedagogical and curriculum approach that works in a small school environment. We know what we are doing!

Who
Our target audience are new children, parents or carers seeking a point of difference in educational approach. We also need to remind our current school community that they have made a good choice too.
When
The school needs to be in the minds of its audience on a regular basis, but there are times of the year where greater promotion is necessary. These are:
• Foundation photos (Late February)
• The Tallygaroopna Childcare Centre visit to Zeerust (Late Term 1/Early Term 2)
• As above but with a kindergarten in Shepparton
• Education Week (Mid-May)
• The Shepparton News school supplement (Early June)
• Performance incursions into a Shepparton Childcare or Kindergarten (Term 4)
• Open Day

Where
Our target audience resides in Bunbartha, Dobson’s Estate, Medlands Estate, Numurkah, Shepparton, Tallygaroopna, Wungnhu and Zeerust.

How
The way we will promote the school may include:
• Banners and signage:
  o The banners and signage reach local people travelling past the school or on local roads. It lets the local world know we exist
  o The playgroup’s A-frame sign should positioned around the local area prior to and during Term 1
  o The playgroup’s banner should be positioned on our front fence
  o These incur a one-off cost (these are about $500 each)
• Facebook:
  o Social media is a very important way for younger parents gather information
  o We will post items to our FB page on a regular basis
  o We will boost items on our FB page on an irregular basis
  o We will make one call to action to come and visit the school
  o Boosting incurs a cost ($25 boosts to more than 4000 people), posting incurs a minor time cost
• Hosting the local kindergarten for a half-day:
  o This was the traditional way we would promote ourselves. We would reach district families will children in 4yo kindergarten.
  o This needs to be completed before early Term 2. Getting in early pays off
  o Childcare parents need to drop their children off, ZPS parents need to be available to talk to them
  o We need to put on a return visit to the childcare centre
  o This incurs a significant time cost once a year
• Interactions with another childcare centre/kindergarten:
  o Invite a Shepparton-based kindergarten for the day (provide the bus). This could fit in with an open day
  o The school has talented musicians and singers who could put on a short performance at the centre
• Landcare newsletter:
  o We are invited to contribute to this communication
  o This goes to part of the 3634 post-code
  o This incurs a small time cost on bi-monthly basis
• Newsletter:
  o The newsletter is sent home in hard-copy form every Wednesday. It reaches current families
  o A digital version is posted to the school website
  o This incurs a weekly time cost
• Open Day
An open day can involve prospective students participating in a learning session while their parents chat to staff, and current students show the parents around.

- **Paid advertising:**
  - **Advertorials**
    - The Shepparton News sells a schools supplement which can be included in our information for prospective families
    - Half a page costs about $450
  - **Link to ZPS from Shepparton News Website**
    - Allows parents to make a direct contact with the school
    - $20 per 10,000 page visits
  - **TV/Radio Campaign**
    - It promotes small schools to prospective parents and a single website with links to ZPS and others This can only be implemented as a group to defray costs
    - This incurs an annual cost of $500

- **Parent advocates:**
  - These can be our most effective ambassadors. They need to be given permission to advocate on our behalf
  - SMS text, weekly newsletter and FB are the most effective ways to reach parents

- **Parents & friends:**
  - Along with SC the P&F are our most committed parents. They are deeply interested in arresting the decline in enrolment.
  - They could be a source of funds, marketing ideas (e.g. FB), and school activity
  - The P&F are responsible for the production of the School Information Booklet which is part of the information we provide for prospective enrolments

- **Playgroup:**
  - Playgroup represents an opportunity to embed new families into our school
  - Playgroup posts on FB
  - Playgroup has incurred a cost in the past but is currently run by parents at no cost to ZPS

- **T-shirts for prospective foundation students**
  - “I’m going to Zeerust Primary School next year”

- **School council:**
  - School council sets the strategic and policy direction of the school
  - School council approves the marketing budget

- **Website**
  - Our website is regularly updated and is a source of information to current families and potential families. It links to FB and FB links to the website
  - There is an annual cost of about $500
  - The provider, Sponsor-Ed, is updating the platform so it conforms more closely to tablet and iPad users

The school council should be kept apprised of all activity relating to the implementation of this policy.

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School Council President  Principal