

Welcoming schools

Create a positive first impression

When people call to make inquiries what kind of message do they hear, and do they get prompt and courteous help?

What do first-time visitors experience when they walk through your school grounds?

Are your grounds cared for and safe, and do they 'speak' of the learning in action?

Are staff at the front office helpful?

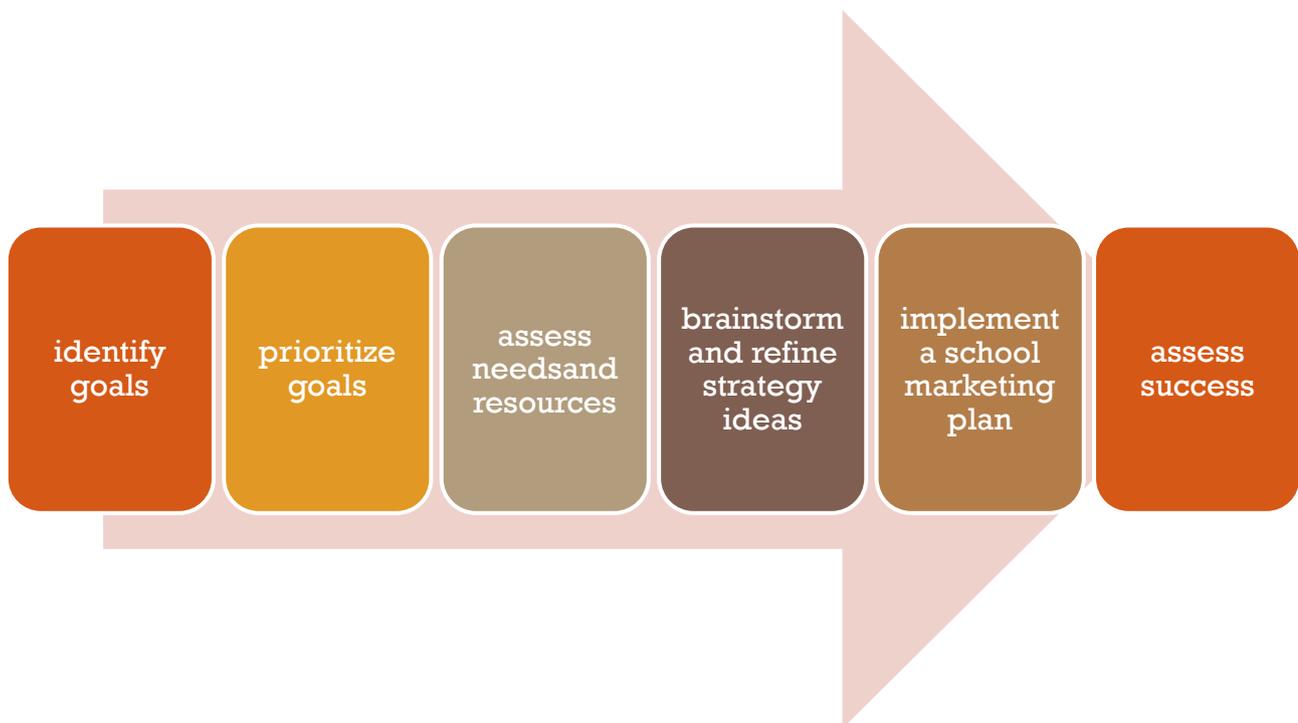
Once checked in can parents and visitors get around the school following signage? Could other languages be included?

Are personnel consistently welcoming of all parents and visitors?

Do you have outstanding advocates, allies, and friends who can also enrich the place that is your school?

Make friendliness part of the school's policy and customer service. Encourage friendliness by becoming open to feedback, issuing thank you certificates, and getting more involved in community projects with school volunteers. Open up the school for community events.

6 Steps to a Successful School Marketing Plan



Marketing plans are the roadmap to success for your school, keeping you on track with your initiatives throughout the year and, ideally, the next several years. It's easy to get side tracked when great ideas pop up, but like on a road trip you'll never reach your destination if you keep adding new stops along the way. School marketing plans streamline what you do and outline why you're doing it. Validating these important decisions is important for gaining support for the plan and ensuring that you continue to move forward with positive progress.ⁱ

10 tips from 10 schoolsⁱⁱ

1. To get students and parents reading our newsletter we **set it as homework reading**. We also read it in our classes.
2. Every week we feature our past students, staff, community and events on Facebook. We call it '**Flash Back Friday**'. It is our most popular post.
3. Our students interview each other via video (using their iPads). They ask **just one question** – we call it 'Humans of XXXX school' (based on Humans of New York). We work out the questions beforehand and then randomly draw one. We show our videos on our school Facebook channel, on our website and on the TV in our foyer.
4. To engage our parents in a survey, **we created a colouring book**. There were questions that needed to be answered as each section was coloured. Once complete, our students returned the book for a small prize—and we had our survey questions answered.
5. A technical tip—newsletter PDF too large? Open the PDF, go to Save as and choose **optimise as PDF**. It will save a smaller size but still have quality resolution
6. We **love our senior citizens**. Our students visit their 'Grand-buddies' regularly, invite them to our school and link to their skills and talents.
7. We found that at the end of each day our staff and students always felt hurried—now we take 10mins to talk about the best thing that happened that day. An added bonus is now our students have an positive answer to '**what did you do at school today!**'
8. Each Friday we take to time to phone parents to **tell them something positive** about their child.
9. Students wrote down what they saw as a **strength of the school**. These were made into cards, shuffled and randomly selected. In Teams the students then created a way of promoting what was on their chosen card. They used any medium they preferred—video, animation, drama, art, photos.
10. We wanted to engage more of our parents so we have a coffee van once a fortnight dispensing free (proper) coffee. **Once that first conversation starts, a relationship begins.**

ⁱ Jagodowski, S. (2017) 6 Steps to a Successful School Marketing Plan. Getting Smart. <https://goo.gl/yVc6vg>

ⁱⁱ Love Your School. Making Public Schools Irresistible (no date) <https://goo.gl/3rJPHX>.