

## **UPDATE**

### **David Formosa**

- Overview of the agenda
- Thank you to our sponsors

## **A PRINCIPAL'S PERSPECTIVE: CHALLENGES OF BEING AN INNER-CITY SCHOOL**

### **CBC St Kilda, Gerald Bain King (Principal)**

#### Marketing Journey of CBC St Kilda

- First lay principal, it had very low community recognition
- Their reputation shifted early 1980s the reputation shifted .... He was appointed in 2005
- Marketing is everything we do in the school (teachers speaking to anyone, students etc)
- Marketing is the tools and approaches we use to showcase everything
- Specific challenges of being an inner city school
  - Crowded market
  - Segmented by SES and School style (no one acknowledge priority parishes)
  - No clear boundaries
  - Communications issues ... radius, multiple media (costs to advertise), locality may not be where the student comes from and visiting primary schools
  - Real competition
- Marketing and school identity must be one and the same
- Must have an identity that fits the school and the need in the community
- To improve CBCs position (which was not good) they had to try and get ahead of the competitors
- They assessed the community need and came up with
  - students needing a vocational pathway, traditional high achieving students, traditional catholic families, specialist sport needs programs
- they assessed school models and their competition
- they decided that they needed to differentiate to gain market share
- they needed to find a marketable school that worked well
- high risk strategy had them leap frog the 'traditional catholic boy schools model' ... contemporary inner city boys' school. WHY? . Market need, achievable, educationally sound, exciting
- The Plan .... The implementation process, the product (school) and marketing .... The School personnel, programs, buildings and resources. ...All must be contemporary
- The Marketing Process
  - Theme .... Contemporary catholic boys school
  - Resourcing ... marketing is relational, product, digital, advertising, publications, promotional
  - Should reflect the key message ... must be both explicit and subliminal
  - New media

- Building .... Only contemporary architects are used, therefore talking and looking contemporary
- Your receptionist is one of the most important person in the school
- Challenges .... Primary schools do not like too many visits
- Successes ... working with parents, school events, P & F, meaningful engagement with parents (parenting programs) and community outreach (social justice, sport coaching etc)
- Developing a school takes a long time if you are trying to change, the marketing is constrained by the school's development
- Advertising costs are HUGE ... static billboards are traffic dependent, has to be done to maintain presence. You need to try and target well .... Try and get articles in mainstream media ... good luck!
- Digital marketing ... staffing is difficult but you need the right person, it can be expensive, social media risk. You need to have a strategy, meaningful engagement with parents/students, community outreach (Facebook) can have a huge impact
- Publications .... The look must scream your theme, can be very expensive, static (must be analogue and digital). Have a strategy
- Promotional marketing .... It takes time to build an events program, needs staff commitment. They need to market internally and externally ... keep refining your message
- You must get the right people, create the product, do not oversell the product before it is ready, the cost to do all of this is additional to core business
- Next phase .... Consolidation, CBC values, Building, enhanced digital presence, old collegians.

## **CDN UPDATE**

- Website ... we will shortly be providing access to members, with a login
- Facebook .... Breaks down the data, you can set targets etc
- LinkedIn ... talks about the network, you can set up a company page to advertise jobs etc

## **MASTERCLASS: THE FIVE SENSES OF COMMUNITY ENGAGEMENT**

### **Sacred Heart College, Geelong - Catherine Middlemiss (Director of Development, Marketing and Community Relations)**

- Sight .... Look people in the eye remember them
- Listening .... Different points of view
- Smell ... coffee .... Inviting environment
- Taste ... positive experiences sharing morning teas
- Touch .... Networking is the most effective way of communicating
- Five pillars of community engagement
  - Inform ... balance of information about the school ... online communications. You must use mixed methods to get your message across
  - Consult ... raises awareness and tap into community views
  - Involve ... Large groups are better at problem solving than a small groups of experts ... parents, online surveys, alumni
  - Collaborate ... this is respectful and provides for communities to thrive ... brainstorming, focus groups
  - Empower ... better data get better results
- A range of levels of engagement. Work out what is important for the task

## **PROMOTIVE GROUP**

### **Mark Robinson**

- Branded merchandise .... Pens, drink bottles ... to carafes, glasses ... cufflinks, pendants
- We will always try to get the best result for you
- We have experience in the industry and have been working in education for 10 years
- We understand one size does not fit all .... We cater for prospective, current and past students
- Our communications, range and experience is what we pride ourselves on.

## **WHY COMMUNITY ENGAGEMENT IS A WHOLE SCHOOL PLAN?**

### **Jo Heeray (Sacred Heart College – Development Officer)**

- I am working with Parents and Friends, school fair, sausage sizzles, open days, fundraising
- Parents and Friends ... are all volunteers
- I am the middle man ... working with the handful of parents
- Eight meetings a year. AGM at the beginning of the year, set fundraising endeavours at the start of the year. We stick with proven formulas ... with fundraising
- We give parents input into where the money raised goes
- Our principal is always there and therefore it is an open forum .... Parents will often come to the meeting to use this as a forum for issues. Gives parents a voice within the group for any discussion
- Have great facilities that cannot be used by the extended community
- Must have WWCC to work with students
- You must thank your parents .... Cocktail thank you night, dinner etc

### **Michael Mimmo (Whitefriars College – Parent)**

- Open invitation through the College, I decided I wanted to get involved and give back
- 30% are men, 18 people at a regular meeting
- Work with the College on the events that are needed, try and generate social and fundraising activities
- Patience is tested in the voluntary group .... If they commit, they must carry it out
- When the agenda is negative ... they are channelled to the appropriate person to handle
- Families are welcomed inclusively from the Principal down

### **Jacqueline Richards (St Joseph's College – Parent)**

- Must cater to as many parents as possible ... some love meetings and planning while others just like to help at an event
- New parents are invited to participate each year ... emailed to parents, boxes to tick in terms of involvement (canteen, mail outs, events) ... this then goes into a database
- Fundraising is the objective as well as events .... Not set amount. School can take to the committee a proposal for fundraising
- We are appreciated as a group .... We get help but it is always the same people
- We allow parents to have discussions but they are directed to the correct person if it is not on the Parents Association agenda
- Good mix of parents ... some past parents still help out once their children are gone
- The school is used a lot but could be used more. Parents must feel welcome to visit anytime

## **GENERAL BUSINESS**

- Catholic Schools Guide
  - Will be promoted on radio in February
  - Sign off on artwork by the end of November
  - We can also provide the artwork for open days etc
- Thank you to all who have hosted events
- We will offer more workshop focused professional development ... rather than a theme for the day
- 2017 dates
  - 7 March – regional
  - 3-4 April – Tasmania
  - 31 May – Melbourne Metro
  - 21-22 September – Conference
  - 17 November – End of Year

**HAVE A WONDERFUL AND SAFE CHRISTMAS BREAK!**