



An Independent Public School

# Communications and Marketing

## MORAWA DISTRICT HIGH SCHOOL

### Terms of Reference

This Policy is based on the premise that 'regular and effective communication is the bedrock on which a cohesive, inclusive, supportive and trusting school community is built', and is underpinned by the Communications and Marketing Guide of the Education Department of Western Australia.

It applies to all members of the school community when communicating information within the school, and to the wider community. Students, parents, teachers, school administrators, ancillary staff, members of the Parents and Citizens Association and the IPS Board and any others involved in school communications and marketing;

### Guiding Principles

- Communications and marketing strategies are to reflect the following guiding principles:
- The values of MDHS as stated in the Vision and Mission Statement; be timely and responsive to circumstances; outcome-focused
- Encourage, respect and value feedback and responses;
- Be inclusive so that members of the target audience can access the information easily and readily;
- Use a variety/selection of methods/modes, ranging from hard copies, to emails, SMS and social media, to best suit the target audience and circumstances;
- Be of a high standard of presentation both grammatically and visually;
- Use language that is positive and encouraging;
- Media releases to portray a positive image of excellence; and approved by the Principal.

### Strategies

- Newsletter produced twice a term for circulation to all members of the school and community;
- Handbook, website, Facebook and the photographic library on the shared hard drive, updated regularly;
- Prominent, up-to-date and attractively maintained signage in and around the school;
- Media releases and flyers produced to promote special events;
- Inviting and attractive school foyer with displays of students' work;
- Celebrate and share stories of success and excellence in endeavour;
- Regular assemblies to which community members are invited to attend; and
- Budget allocated for communications and marketing.

### Expected Outcomes

- Enrolments are maintained and continue to increase;
- The school becomes known as a thriving educational community of committed teachers and eager learners, and a viable option for K-12 education in the interior mid-west;
- Staff are attracted and commit to the school and wider community; and
- The school is invited, and is invited, to participate in community based activities and events.