

St Joseph's Education Board

2020 Annual General Meeting

Board Committee Report

Marketing - Mary Kearny, Vanessa Lania, Louise Amad

Objective for the project/committee

- Create awareness for our school within our local community and increase community engagement
- Increase enrolments for 2021, particularly for Prep
- Create active social media platforms

What has been completed in 2020 (include key products/deliverables)

- Updated signage (boards) to advertise our school. These were displayed in June around Northcote.
- Created a promotional video of our school that was posted on social media and our website (the video has been viewed over 6,500 times on Facebook alone!!)
- Mail drop of SJN flyers in the local area celebrating our success with remote learning, with the aim to encourage new enrolments for 2021 (these distributed during the first round of remote learning, and again over the past 2 weeks).
- Created new signage (boards) to promote our success for Remote Learning this year. These will be put up shortly (Olivia Triandos to confirm production timeframes with Jellis Craig). We did this to encourage late enrolments for those families unhappy with their remote learning experience, and looking to enrol elsewhere. We also did this to celebrate our success with remote learning, and call out our amazing teaching staff.
- Created a social media strategy to increase community awareness for SJN and to encourage community engagement. The strategy will allow our community to get to know our staff and our school and share in our success. Ashlyn has been doing a wonderful job sharing our remote learning posts on social media. We will build on this further by including posts that introduce our teachers ('teacher in the spotlight'), offer insights from our Principal, provide inspirational posts, highlight school news stories, offer competitions and activities for pre-prep kids, provide tips for a healthy lifestyle and environment, showcase student artwork and more. This will be ramped up in November and be in full swing next year.
- Designed t-shirts for the 2021 Preps (to be worn during orientations)
- Distributed welcome packs to 2021 Preps

- Created a front of school feature with student/family artwork and messages of support for our community. This also included 'Spoonville'. It was a great way to keep our school community connected during isolation.
- Discussed branding and communication strategy for Pre-Prep program. Advised that communication will commence early next year when more details of the program are available. Suggested starting with an 'Expression of Interest' flyer/poster to be distributed at kindergartens/child care facilities. We also suggested putting up posters around the local community, such as cafes frequented by Mums. We advised that the branding of the program should reflect the 'learning through play' approach. We will workshop names and acronyms and get back to Candice, Jo and Eleanor on this. Initial thoughts were 'Playful Literacy and Phonics' and 'Phonics and Literacy in Play' - important to emphasise Phonics also.
- Collating testimonials from St Joseph's families on their positive experiences during remote learning, and of the school in general. These will be added on to our school website and on to our social media platforms.

What has not been completed in 2020

- Further discussion around our Pre-Prep program, including a name and branding for the program needs to be re-visited and worked on
- Our social media strategy needs be discussed with Mary and Ashlyn, with the hope this will be in full swing for 2021

Additional information

- Our approach has been successful, as demonstrated by new enrolments across various year levels in term 4 for 2021
- Prep enrolments for 2021 are sitting at 28, which has been a great success
- Our social media platforms are steadily growing, and have been well received by our St Joseph's families and the wider community.