Notes of Communications Meeting 22May19

Current Communications

* Letters handed to parents in class
* Parentmail (underused). Weekly school; termly PTA
* Parents prefer email

Unique Selling Points

* Early Start of Breakfast Club
* Outstanding After School Clubs
* Only two classes per year

Generally agreed that the school provided ‘wrap around care’. A peaceful and safe haven for children every day, ‘wrapped around’ by its grounds.

First Actions

Kishor research on the use of social media in other schools as a basis for its introduction at Chalk Ridge.  Most importantly – where does the supervisory role lie?

Sue W organising a brainstorming meeting of the Comms group with members of the PTA

Sue B generating a wishlist for distribution with the postcard

Clare organising banners

Ian contacting Dani Berry re B Hill Community Plan; exploring possible links with local community associations with her

Madeline contacting new councillor; organising postcard with Sue B.  Latter includes generating help from parents with paper, printing, design, delivery etc . To be delivered in school catchment area.

For Next Year

* Build relationships with local community and businesses
* Ask for sponsorship and donations eg funding for advertising; donations of materials, equipment etc; sponsorship for minibus servicing, bus trip costs, postcard, etc
* Increased use of Parentmail for the above
* Build delivery network
* Community Notice Board and use of local community association/business notice boards
* Input to the BDBC Community Plan
* Generate articles, photographs at every opportunity for general publicity eg Democracy Week