

PUBLICITY POLICY

Policy Statement

Promotion of the College’s achievements across the wider community raises the school’s public image, improves staff and student morale, provides public recognition where deserved, and assists to provide long term viability by means of increased student enrolments.

Our College will:


- Raise the profile of the College throughout the wider community.
- Promote the positive aspects of the College, including the programs that we provide and the achievements of the school, its students and staff.
- Maintain or increase student enrolment numbers.
- Not intentionally draw comparisons or make any direct or indirect criticisms of other schools.

Implementation:

- The College leadership team will be responsible for promoting the College to the wider community. A staff member at each campus will be assigned the role of publicity coordinator for the campus.
- Typical promotion activities could include regular newspaper, radio and television articles, cinema advertising, public performances by students, an up to date and vibrant web site, uniforms for school sporting teams and music ensembles, open evenings to highlight school programs for prospective and current parents, placement of college banners, school visits to primary schools, achievements highlighted in the school foyer, and the publication of enrolment packages for prospective parents.
- The College will run a fortnightly column in the Latrobe Valley Express to highlight to the community recent College achievements and information.
- An annual College-wide magazine will be produced representing all campuses of the college.
- If funds permit the College will employ additional support staff to coordinate publicity events.
- The College will support and participate in community events with staff and student teams.
- The College will design a standard template for stationery, letters, envelopes etc. so all communication is of a consistent theme and style.
- The College will use social media such as Facebook and twitter to promote and communicate with the community.

Evaluation

This policy will be reviewed as part of the College’s four year review cycle.

Date Implemented	Week 3 – Term 2 - 2014
Approval Authority (Signature and date)	 16/11/2020
Dates Reviewed	Week 7 – Term 4 – 2014 Week 6 – Term 4 - 2020
Responsible for Review	College Principal
Next Review Date	Week 7 – Term 3 - 2024