



Communication Strategy | SGPS P&C 2013/2014

Prepared for SGPS P&C

SGPS P&C Mission Statement

our school | our community | our children

Our mission is to encourage an inviting, open and inclusive community. We actively participate in relevant discussions that enhance a cooperative partnership between the school and the families of SGPS students.

We support fundraising initiatives throughout the school year and invest those funds into opportunities that are academically, socially, emotionally and physically beneficial for the children.



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Goals and objectives

Primary P&C Objectives (as stated by the P&C Federation of NSW); to promote the interests of the School by bringing parents, citizens, pupils and teaching staff into close co-operation; assist in providing equipment required by the School. The P&C also has 3 Sub-Committees; these are Canteen, Uniform Shop and Band.

In addition, the following goals for 2012/2013 are proposed for the SGPS P&C:

- To meet regularly and formally using proper protocols; such as take attendance and minute meetings and communicate those minutes in a timely manner.
- To communicate with each other at P&C meetings with courtesy and respect, with openness and inclusivity.
- To create an environment that is welcoming and encouraging of members and guests.
- To increase attendance at P&C meetings; to increase P&C membership
- To increase accessibility and immediacy of P&C communications via augmentation of traditional channels with social media
- To broaden the topics on the Agenda to include a new topic (as pertinent) e.g. school policy
- To increase awareness of teaching and support roles
- To continue established fundraising initiatives

Communication channels

Adoption of additional channels will dramatically increase the effectiveness and cut through of our communications.

1. Traditional newsletter (as an additional page of the official school newsletter)
2. Ad hoc newsletters or flyers with targeted messages e.g. introduction information for newcomers containing a Q&A and splicing with other information that is readily available from the P&C Federation of NSW (to be compiled)
3. Email distribution; online surveys



4. Website (existing); Social Media (Twitter, Facebook)
5. Publication of digital photography (not necessarily of faces, but of existing infrastructure purchased for the school by the P&C)
6. Welcome 'officer' for P&C meetings

Content

Our content must be clear and consistent and for seamless management and a sense of purpose, ultimately, content management should be delegated. Proposed content types include, but are not limited to, the following:

- General report style updates on regular P&C activities, Canteen, Uniform Shop, Band and other periodic fundraising initiatives, such as the chocolate drive and Fete
- The fundraising calendar (potential to cross-pollinate this with the school calendar) to allow advance notice and planning for all stakeholders.
- Surveys, requesting granular feedback on existing activities etc as well as proposed activities, from the wider community; suggest twice this year with a goal of increasing contact from the parent body being a primary outcome, a secondary outcome would be challenging this P&C to communicate the survey feedback in a timely and relevant fashion. See next point for potential survey subject:
- Fundraising targets and, importantly, aligning or tying this target to an immediate goal that the entire community can visualize e.g. “ we are fundraising for “xyz” this year and our target is \$100,000.” (Smaller goals on a 'by term' basis are recommended also, such as e.g. new electric pencil sharpeners for every classroom or new sporting equipment for school teams).
- Consistent, positive, genuine advocacy of the P&C generally should emanate amongst our personal, one to one contact with other parents and families, in order to solicit more members to the P&C.
- The addition of head shots of members of the Exec P&C to be included in at least one of the channels (TBC, recommend website); members to provide their own headshots and on their own recognisance (TBC)).

**Delegation can occur through the course of upcoming meetings.*



Timing

Easily executable timings for content distribution should be generally agreed to for at least six months, to be reassessed periodically.

Most communications are monthly if based on a regular report, or daily to weekly as pertaining to a calendar of events, be it school wide, P&C fundraising and meeting dates, year group or stage based etc.

- Newsletter, monthly and/or as required
- Website updates, monthly and/or as required
- Social media updates / Facebook updates:
 - Monthly, linking to above comms
 - As per school event, per year group, per term event calendar (potential to seek 'official' grade contributors from the parent body to make relevant posts on our 'wall')
 - As per weather predictions / real time, where it may influence an event
 - Reminders of P&C meetings, objectives, tracking of progress

