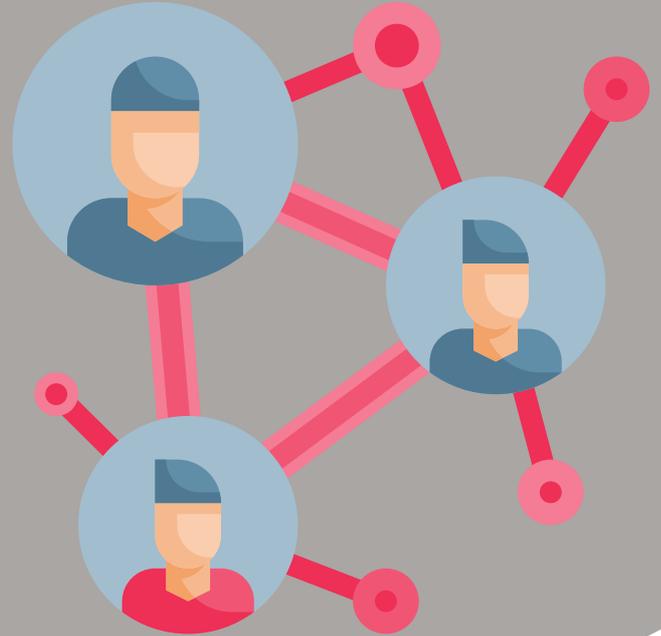




Engaging New Stakeholders Information Sheet

"The staff session was excellent. Ensuring staff understand their role in promoting the school is vital." *Head, Yorkshire*



Overview

The start of term brings with it a plethora of new stakeholders that the Marketing and Admissions Department need to engage with - staff, parents, pupils, senior management. This sheet gives some quick tips on how to engage with these new stakeholders.

New Head

A new Head brings with them energy, excitement and in-trepidation. The style of Head can have a huge impact on what type of marketing is most successful for your school. A great starting point with a new Head is to find out a little more about their style and how they view their role in marketing. Once you understand how the Head views the function you can work around them. Providing them with an overview of local Heads and schools can be a useful starting point as they will be grateful for this information and it is factual rather than subjective, saving the items you will debate for when you know their style.

Equally understanding their personality type is key - we've covered this before - how a Head interacts with prospective parents can have a huge impact on your tour process and how you position it - so use the first term as a chance to get to know them and then change your prospective parent experience to play to the Head's strength..

New Bursar

We know its a cliché that bursars like numbers - however clichés usually exist for a reason! Give the new bursar facts. Providing them with a presentation on who the competitor schools are and how they are perceived together with graphs of pupil numbers and breakdowns of year groups/gender can be really useful. Don't be tempted to go in and complain about how little budget and staff you have.



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New Staff

If you haven't got a session on the induction day find a list of new staff and make it your mission to go and introduce yourself to them. They will be feeling overwhelmed and daunted - so a friendly hello and ask as to if there is anything you can help them with will go a long way. Find out about them, What are their interests and hobbies outside of school?, are they new to the area?, is this their first teaching post? You will no doubt uncover lots of useful information - from insider knowledge on other schools, to insider information as to where those new to the area are getting their information about the area - useful for targeted marketing.

Two great examples of some previous wins from new staff are the Spanish teacher who had half a million followers on TikTok (great for overseas recruitment!) and the wife of the local taxi firm who agreed to free posters in all the cabs in the area.

New Parents

Meeting new parents is a great way to get their feedback as to how they have found the whole introduction to the school, and give you an insight into any improvements that need to be made. It can also be heartwarming to hear why they chose your school - and great intel for marketing positioning. If there is a new parent coffee morning go along and introduce yourself. A parental survey to the new parents can also be useful - a good way of tracking how their perceptions and experiences of the school change if you survey them annually or at the end of their school journey.

New Pupils

Making sure the older pupils know who you are can be really useful. The ideas from them will be brilliant and in the world of social media promotion their insight can be fascinating and useful. Hold a prefects cake and chat session, or go down to the boarding house or sixth form centre and find out what they do and don't like about the school. Also encourage them to "like and share" posts on your Instagram. Some of the best ideas come from students - and getting to know them so they feel comfortable coming up with ideas is vital.

More Information

The Independent Schools Portal works with schools supporting their marketing and admissions function. We also hold free CPD - if you would like to register for our Wednesday Webinar Series please sign up at www.trybooking.co.uk/BTCI, If you think we can help please email alicia@independentschoolsportal.org for a chat.