

Parent Forum Meeting \_\_\_\_\_ Marketing Ideas \_\_\_\_\_

Date \_\_\_\_\_ 24.11.20 \_\_\_\_\_ at 2pm \_\_\_\_\_

Attendees \_\_\_\_\_ EC (HoS), CA (Parent), MGT (Parent)



Focus of Meeting	Key Points Emerging
Marketing NWPA  Whats going well.  Even better if...	<ul style="list-style-type: none"><li>• All marketing should be focussed upon the children enjoying their learning, could we use more videos of the children either participating or directly speaking about their learning?</li><li>• Newspaper advertisements are an outdated mode of advertising. Do people actually use that as a method of looking for a school any more? It was agreed that they do not.</li><li>• Other schools have made more of transition videos, introducing new classrooms. Could NWPA make individual high quality videos showing off each space around the school. A variety of videos that parents who prefer to research prior to booking a tour could check everything out beforehand.</li><li>• Photos on the website are not of our current children in a generic purple uniform, could we update these to reflect our current children, in our space, wearing our uniform? EC explained costing difficulties with this, but will look into it</li><li>• SIGNAGE on the road – EC to speak with central team about moving this forward again.</li><li>• On Apple search engine, NWPA appears as a middle school.</li><li>• Look to other new free school to provide ideas for marketing a school in its infancy.</li><li>• Could we think about creating a video via another social media platform (TikTok maybe) that could be shared.</li><li>• Some members of the school community are less likely to share online updates etc if they are not exciting/ interesting and appear needy.</li><li>• FB updates should be rooted in the exceptional areas of the curriculum that reflect the vision of the school – that of an engaging and exciting curriculum.</li></ul>

Next Meeting date \_\_\_\_\_ January 28<sup>th</sup> 2021 \_\_\_\_\_

Focus of Next Meeting \_\_\_\_\_ Online and Blended Learning \_\_\_\_\_