

Chameleon

TRAINING & CONSULTANCY

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Marketing Your School - recruitment, reputation and raising funds.

**Effective strategies and techniques to help
market your school.**

In this session

Introduction and Welcome

The Purpose and the Process

Failure to Plan....strategies and templates to support your marketing plan

Key messages and branding

Programme ~ Our Marketing Mix

Let's be different!

Summing up

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A Recruitment and Funding Crisis?

- The Government has failed to meet its own **teacher training recruitment targets** for 4 consecutive years (Nat. Audit Office)
- Over the last 3 years **teachers leaving** the profession has increased by 11%
- £1.3bn is spent on supply staff in 2017 by schools in England as they **struggle to recruit** teaching staff (DfE)
- Institute of Fiscal Studies suggest schools face cuts of up to 12% whilst the amount **spent per pupil has fallen 8%** since 2010.
- £555 million is spent by the DfE on **recruitment** and Initial Teacher Training whilst just £35.7 million is spent on **retention**

Sources: Daily Telegraph (March 2016), BBC (May 2016), Guardian (Oct 2016), NAO (Sept 2017)

But what is Marketing?

How do we define marketing in the education sector?

“The means by which the school actively communicates and promotes its purpose, values and products to pupils, parents, staff and the wider community.”

N.B. - We could add “promotes services” to this statement

Davies & Ellison (1997) Strategic Marketing for Schools

“It’s all about learning: learning about people’s perceptions and needs and then acting on that learning to communicate the school’s core purpose and values, both to the school community and to those outside.”

Brent Davies (2003) Handbook of Educational Leadership and Management

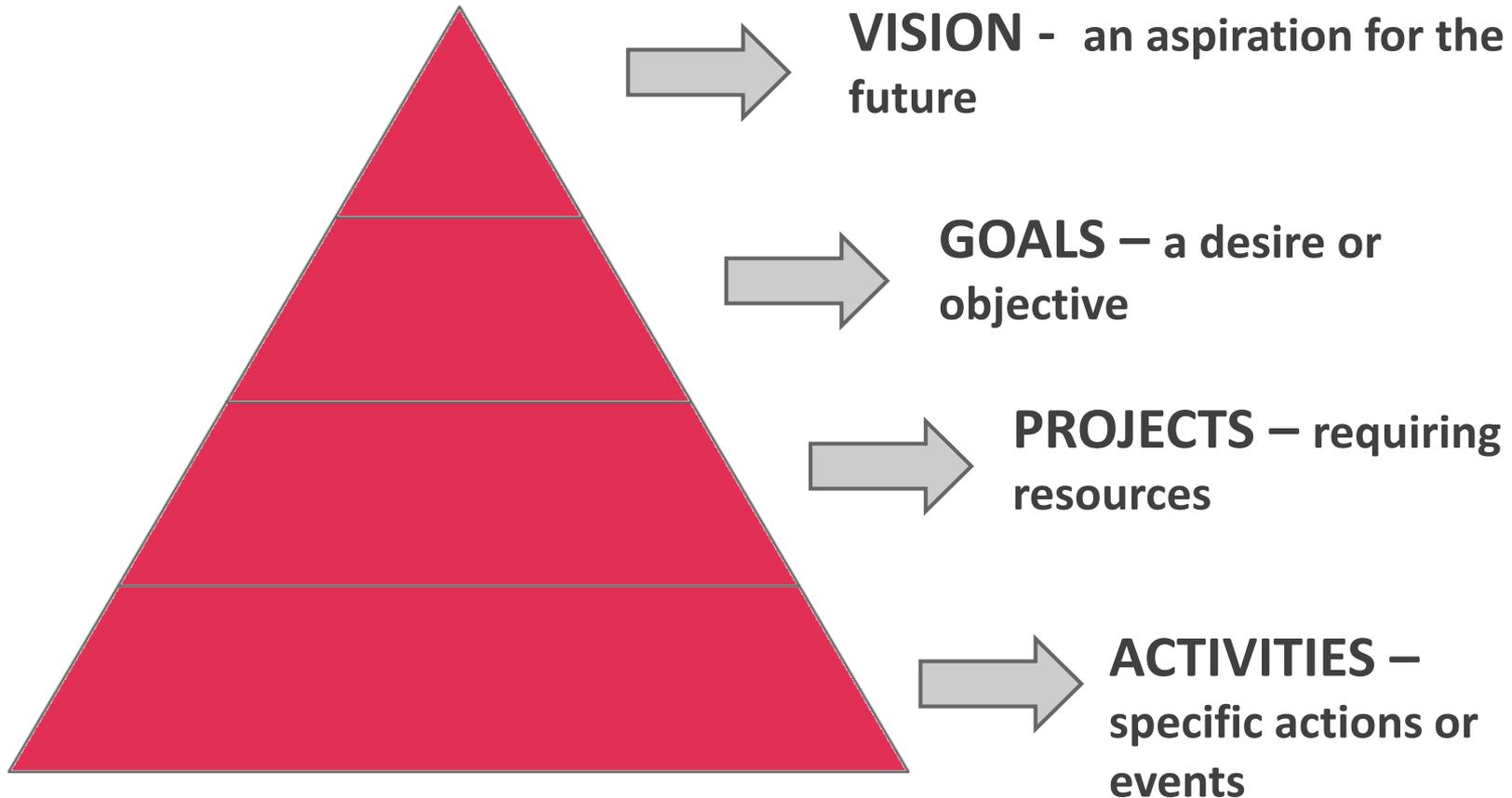
The Purpose of Marketing

- Defining **Brand and Values** – the importance of consistency.
- To manage **Reputation** – reinforcing or modifying?
- To **attract and retain the best staff** – talented staff help drive standards.
- For **Communications/PR/Media/Crisis Management** – business continuity, press releases.
- To sustain or **recruit more students** – why your school? Key messages and USP.

The Purpose of Marketing

- To **attract funding** and support – sponsors, funders, commercial engagement. Aligning of values.
- To engage with **alumni** - £130m+ donated to Independent schools in 2017. 30% of state school alumni willing to donate if asked!
(Future First survey 2017)
- To promote your **key messages** — Teaching Quality, Discipline & Happiness ranked highest with parents. (Kirkland Rowell & Ipsos MORI national surveys; Good Academic Results scored 49%-56% from parents)

The Process of Marketing



Strategy ~ *“The broad deployment of scarce resources to achieve purpose”* Garrett (1996)

Have a Plan ~ no more scattergun approaches!

- **Executive Summary** – at a glance, the purpose of your strategy
- **Situational Analysis** - SWOT, GAP analysis, assess your situation
- **Planning** - Operational (this year), Business (2-3yrs), Strategic (4-5 yrs)
- **Programme** - Themes, Actions and Timescales
- **Resources and budget** - we're all in this together! Understand pupil value.
- **Measure and Reflect** – what works and why

Key Messages and Branding

Who do I need to attract?

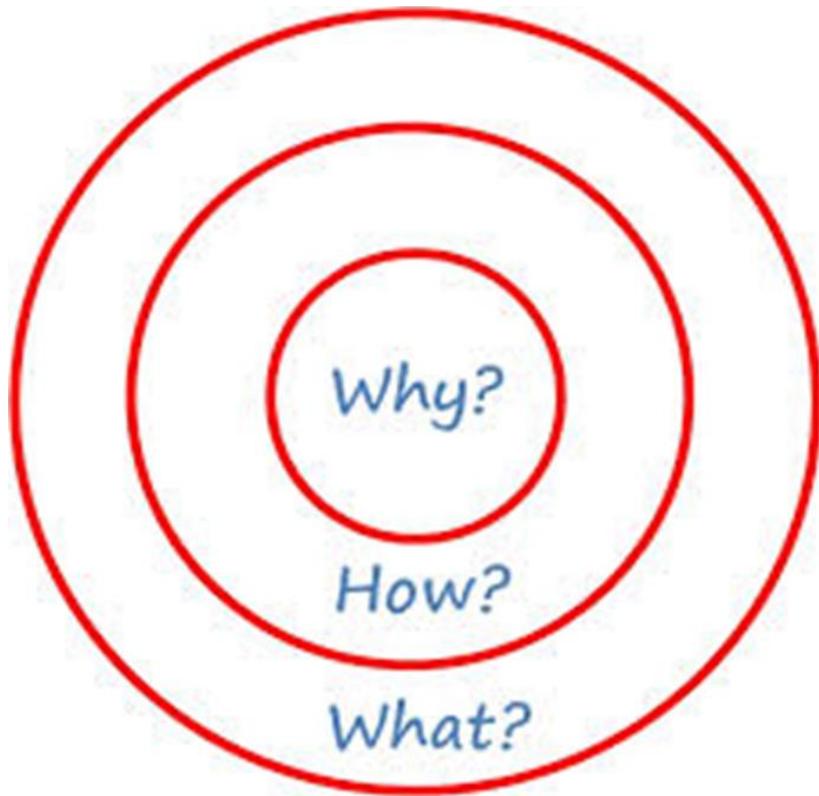
- Audience? Who are you trying to attract? Who are able to contribute to your vision?
- What did I learn from my environmental scanning processes?

What do I want to say?

- Define your core values & articulate those key messages
- Avoid jargon, focus on benefits
- Consistency of branding and design

Key Messages and Branding

Define your Why – “*Start With Why*” Simon Sinek



All of us know what we do.
Most of us know how we do it.
A few of us know why we do it.
Define your Why.

People don't buy what you do, they
buy why you do it.
Define your Why.

www.ted.com

Reputation – attracting talent

What do teachers look for in a school?

“you can tell a lot from the website”

“pay attention to the vibe”

“look at what’s been going on”

“look for the magic ingredient”

“trust your instincts!”

Source: research by WSA Advertising

Meeting the Challenge

- Define and articulate your school's moral purpose
- Highlight staff opportunities for career progression, leadership pathways, CPD
- MAT? Cluster? - Illustrate opportunities to work across a range of settings and environments

Meeting the Challenge

- Create and foster a culture of wellbeing, support and flexibility – is desire/willingness to engage in CPD really supported by the school ~ time allowances?

And remember “Culture eats strategy for breakfast” (Drucker)

- Other benefits - Healthcare Insurance, Gym/Healthcentre staff membership discounts?
- School ambitions – Teaching School, campus investments, MAT ambitions?

Programme ~ Our Marketing Mix

A multi-channel approach helps reach the target audience in the most cost effective way.

Off-Line ~ traditional methods such as print advertising, flyers, face to face, newsletters, direct delivery to partner schools etc

On-Line ~ website, digital social media outlets (YouTube, Facebook, Twitter, LinkedIn).

Marketing Mix – Off-Line examples

Print ~ traditional print advertising; costly but effective if targeted. Design consistency and key words!

Case Studies ~ Personalise your marketing highlighting impact, investment in CPD, career progression, leadership opportunities.

Partners ~ 60% schools use a specialist education recruitment partner to target marketing. Network events and local universities offering teacher training.

Press Release Templates – managing the media – control the agenda – help staff to pass on good news stories.

Marketing Mix – On-Line examples

Website ~ simple navigation is critical, downloadable application forms, regular updates and case studies. YouTube embedded 2 min video far more effective and likely to engage than pages of text.

Social Media ~ very cost effective, over 60% manage FB accounts, Twitter users predominately under age of 35 (your NQT target audience). 30% of web time is spent browsing social networks.

Be Different!

OMG Marketing
by Geoff Ramm
“Seams Perfect”
flyer



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Be Different!

Stand out from the crowd – The Purple Cow

“Transform Your Business By Being Remarkable” by Seth Godin



In a society with too many choices and too little time
our natural inclination is to ignore most of it

In Summary

- Develop a tangible purpose and vision
- Invest time in a strategic plan
- Define key messages, articulate your proposition
- Go digital; video clips and social media
- Tell the story; impact on staff and students
- Be different – funky, creative and thought-provoking
- Reflect and assess

Resources

You may like to explore this topic further:

- OMG Marketing (Geoff Ramm)
- Strategic Marketing for Schools (Davies & Ellison)
- School Marketing in the Digital Age (Bryan Foster)
- www.ted.com – for some inspirational talks

Me!

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Thank You