



HIGHVALE PRIMARY SCHOOL

Marketing and Community Engagement Sub-Committee

Last amended: April 2012

Review date: February 2013

Terms of Reference

The Terms of Reference should be read in conjunction with the Highvale P.S School Council Standing Orders. The Marketing and Community Engagement Sub-Committee is a sub-committee of the School Council.

The Marketing and Community Engagement Sub-Committee shall

- be aware of the Marketing needs of the school
- ensure that policies pertinent to marketing and community engagement are reviewed at regular intervals so that they remain consistent with the Strategic Plan.
- be aware of Highvale Primary School's unique school community, including Student Family Occupation (SFO) and cultural mix to inform opportunities for community engagement
- support the Assistant Principal to maintain, develop and update the school website
- develop a strategy to enhance the marketing of Highvale Primary School within the scope of funds allocated.
- Source and prepare applications for suitable grants to enhance the operations of the Marketing and Community Engagement Sub-Committee
- in consultation with relevant personnel, make recommendations to Council on aspects of marketing and community engagement

Membership:

- At least three people. At least one of these must be a member of the School Council and is the convener.

Meetings:

- The Marketing and Community Engagement Sub-Committee will meet at least twice each school term and prior to normal council meetings to consider education issues as described. It will ensure that appropriate reports and recommendations are prepared for council.
- If the convener of the Marketing and Community Engagement Sub-Committee is absent or unable to preside at the meeting, a member other than the principal elected by the members present at the meeting must preside.

respect

responsibility

honesty & integrity

commitment