

PLO Report for P&C Meeting 24 February 2020

- **We are trialling Microsoft Sway for our newsletter.** Week 3 was uploaded to our website and Facebook. It has yet to be emailed home. This version meets the DoE guidelines and can be read on any electronic device or saved as a PDF to print.
- **Website** is updated multiple times each week and receives between 1200 and 2500 hits per week. (The events component has had technical difficulties during the summer break and only work sporadically, they are working on a fix).
- **Facebook** continues to grow in followers and posts receive between 500 and 5000 engagements. Whilst I still post a few local employment opportunities on the Facebook page, we are trying to direct people to the careers website for job vacancies instead. I am posting a link to careers site weekly. As well as good news posts about our students and staff, I post community announcements that could benefit our students or school community.
- I update the **electronic sign** weekly with important dates and events.
- I send an article to the **About Magazine** every month and contact the **South Coast Register** for all our big news stories.
- Parents and students are welcome to email me any out of school achievements for publicity.
- I continue to track publicity for each faculty, with the aim of covering each one at least once per term, some faculties receive multiple per term. This tracking sheet covers South Coast Register, About Magazine and Newsletter articles, Facebook and Website news articles and events.
- We are hosting the African Children's Choir again this year. UBUNTU #3 will be here for all of week 3 in Term 2 with our concert on Thursday 14 May at 6pm.

Added after the meeting:

- I worked closely with Ruth and Renee and Education Change Makers on 2 promotional videos for VHS. You will find 1 on the home page of our website. The other is targeted at Year 6 into Year 7 students and will be shown at the open night next Monday 2 March and sent to local primary schools later in the year. I am making enquiries about the videos being distributed to show on public screens in medical centres etc.