

The Swanage School
MINUTES OF A MEETING OF THE COMMUNITY & ENGAGEMENT COMMITTEE
Held on Wednesday 10 June 2020, 5.30pm

Present (via remote access): Paul Angel (Chair), Jenny Maraspin (Headteacher), Amanda Rowley, Carl Styants, Nicky Taylor
In attendance (via remote access): Sue Fletcher (Clerk), Kay Lawton

Item	Action	Lead	By
CE 3.1			
CE 3.2			
CE 3.3			
CE 3.4			
<p>Matters Arising & Actions Where not elsewhere on the agenda</p> <p><u>CE 2.2 Register of Interests</u> The Clerk confirmed the Register had been updated to reflect the changes notified at the last meeting.</p> <p><u>CE 2.4 Website</u> SF reported that a Google Analytics account had been set up to capture data on website use, although this had not been in place long enough to report any data to the Committee. A report would be presented at the next meeting.</p> <p>SF reported on recent website developments and work in progress, noting that a suite of new pages had been created to communicate information about the school closure, virtual school and student welfare, along with related areas of interest such as a gallery of student work and information on pandemic-related community initiatives (producing personal protective equipment and cooking for the community). A new transition page had also been created for Year</p>	Google Analytics Report	SF	Autumn Term

6 parents and students. Improvements to the sports pages had been started, removing out of date information, and performing arts pages would soon be added.

SF noted that, for prospective parents and students, a digital version of the prospectus would need to be available on the website and this led to a discussion of the cover, which it was felt should ideally feature a dynamic image/s of students. CS reported on minor changes to wording and images that had been made to the current prospectus, suggesting that when time permitted it could be given a more substantial overhaul to incorporate changes in focus or ethos that JM, as new headteacher, might wish to see.

[AR left the meeting due to poor connectivity]

CE 2.4 (CE 3.4 (2018/19)) Alumni: video-byte tributes / next steps information

The Chair noted that the school closure and cancellation of former Headteacher Mr Hobson's retirement party meant that alumni had not been contacted to provide video-byte tributes as planned.

A summary of "next steps" for the current Year 11 students had been circulated.

SF reported that, under the General Data Protection Regulations, it might be possible to contact alumni under the legal basis of legitimate interests rather than consent; further advice would be sought and if this proved to be the case, a survey of alumni would be the next step. It was suggested that asking alumni for work or university-related photographs would be useful, in addition to finding out what they were now doing. If not, appropriate ways of obtaining consent would be investigated.

CE 2.6 Marketing

The purchasing of digital cameras and updating of the trips proforma to include information that could be used for promotional purposes (e.g. social media posts) had not yet been completed, but will be put in place before the school fully re-opens.

CE 2.7 Lettings – University of the Third Age

SF reported that she had contacted the local branch of the University of the Third Age, however was not optimistic of securing any bookings from them (for hire of the facilities) as it was clear from available published information that their activities and classes generally take place during the school day. She reported that she had also contacted Dorset Council's Adult Education Department to make them aware that the School's facilities were available as a potential venue for classes.

	<p><u>CE 2.8 Environmental Initiatives</u></p> <ul style="list-style-type: none"> - <u>Plastics reduction strategy</u>: JM reported that although the plastic reduction strategy had not been a priority focus during the school closure, eco-friendly initiatives were continuing, such as the rewilding of the front lawn, and new projects were being undertaken with plastic reduction in mind, for example by using recyclable aluminium dishes with cardboard tops (rather than plastic containers) for delivery of the meals for the community project. - <u>Partnership with Swanage Railway</u>: there was no progress to report on this initiative. - <u>Word Book Day 2021</u>: there was no progress to report on this initiative. <p><u>CE 2.9 Surveys</u></p> <p>JM reported that a parent survey is planned later in June as part of the exercise to collect feedback from stakeholders to inform the School Evaluation Form and the School Development Plan.</p> <p>It was noted that one of the most pressing issues for leaders over the last few weeks had been compiling GCSE results data, which JM reported as having been an extremely thorough exercise. Governors recorded their thanks to JM, KL and all staff involved in this.</p>			
CE 3.5	<p>Reports</p> <p>I. <u>Admissions</u></p> <p>JM reported there are currently 71 starters for September 2020, plus a few enquiries pending, including a potential Year 11 starter. She noted that nine additional students had joined the current Year 7 between the October census and Christmas 2019.</p> <p>It was noted that cohort size data shows there will be a dip in the number of pupils leaving primary school in 2021, which will have an effect on secondary admissions. The largest of the primary school groups in this year was at St Mary's RC Primary School, which traditionally has seen a lower percentage of pupils apply to The Swanage School. JM reported on the outreach activities which had been taking place at St Mary's before schools closed.</p> <p>Governors asked if there were any updates regarding Dorset Council's school transport policy. JM reported that this had been under review before the pandemic and noted that she will request an update. She noted that the Senior Leadership Team were considering the viability of running the school minibus out to Bovington, Sandford and Wareham should it be needed.</p>			

	<p>[AR re-joined the meeting]</p> <p>2. <u>Facebook Report</u> A “Insights” summary from Facebook had been circulated. This showed engagement (reactions, comments, shares) and post reach over the three months March-May 2020, and growth in page followers over the six month period from December-May 2020. It was noted that all metrics had risen from the previous three month period and that a summary of engagement per post showed that posts relating to community initiatives during the pandemic had performed particularly well in terms of reach and engagement.</p> <p>JM noted that the period of the school closure had seen a phase of greater productivity in terms of sharing information via Facebook and the website. It was noted that the Facebook page is followed mainly by parents and other adults, rather than students, who were more likely to have Instagram and Snapchat accounts. JM noted that she include relevant questions in the upcoming parent survey and that repeating the marketing survey for the new Year 7 parents would be a useful exercise in the Autumn Term. She also noted that holding focus groups with parents is still intended, but would have to wait until schools fully reopen.</p> <p>The Chair noted that the School’s response to the Covid-19 crisis had been excellent and has come across well in communications with parents and the community.</p> <p>3. <u>Marketing Working Group</u> It was noted that the Marketing Working Group had not met since the last meeting of the Committee.</p>			
CE 3.6	<p>Marketing</p> <p>1. <u>Marketing Plan 2020 (draft)</u> Governors had received the draft marketing plan, on which there were no questions.</p> <p>2. <u>Social Media Content Plan 2020 (draft)</u> A draft content plan for social media, on a timeline working back from the deadline for making secondary school applications, had been circulated. There were no questions.</p> <p>3. <u>Website Developments</u> These had been discussed under CE 3.4 Matters Arising above.</p>			

	<p>4. Staffing / Budget</p> <p>JM confirmed with governors that her intention was to invest in additional staff hours by engaging someone to take a lead on marketing and to focus on creating content, however this had not been discussed by the Finance & Premises Committee when considering the draft budget. The Committee AGREED that it remained worthwhile to take this to the Finance & Premises Committee, particularly as the budget is looking a little healthier than had been anticipated. It was noted that the cost of additional staff hours of between 7-10 hours per week would be recouped through the additional revenue (funding) received for an additional 2 or 3 students per year, and acknowledged that most businesses would have marketing as central to their development plan.</p> <p>Governors suggested that investment in administrative time should also contribute positively to promoting the ethos and “brand” internally as well as externally, which in turn may have positive impacts on teaching and learning and behaviour, for example by further embedding “The Swanage School Way”.</p> <p>SF reported that the Art Technician is designing new signage for the entrance and internal corridor of the Sports Hall, for which quotes will shortly be received.</p>			
CE 3.7	<p>AGM/Reception Arrangements</p> <p>The Clerk reported that further guidance is expected from the government in relation to requirements for holding company Annual General Meetings (AGM) and that this would likely include clarity in relation to whether remote-access AGMs are acceptable as well as extensions to the usual timeframes.</p> <p>AGREED not to hold the annual reception which usually takes place prior to the AGM.</p>			
CE 3.8	<p>Any Other Business</p> <p><u>Banners</u></p> <p>CS shared a design for a banner with a “walk to school” message, tying in with the current social distancing messaging. Further iterations would be made and the design shared with the full governing body before going ahead.</p>	Banner design	CS/JM	Jul '20
CE 3.9	<p>Confidentiality</p> <p>No item would require confidential minutes.</p>			
	The meeting closed at 6.55pm.			