

BHS Parent Council – Communications Group

Minutes of meeting of 6 October 2009

Present: Tom Christie, Janet Hodgson, Sami Hand, Arthur McIvor

Apologies: Isla Farrimond, Pauline Cummings, Mariana Forsyth, Hugh Duffy, Carolyn Godfrey

<p>1. 2009-10 priorities from the AGM</p> <ul style="list-style-type: none"> ❖ A number of topics raised at the AGM were discussed. The first of these was "awareness & participation" particularly in relation to continued active participation at the Parents' evenings scheduled for 2009-10 ❖ "Comms / events calendar. The school has promised to forward an edited version of their weekly bulletin to the Comms. Group. Within the PC itself efforts must be made to record and promote events clearly and in good time. ❖ "Websites". PC site continues to operate and remains reasonably up to date. A new, more modern style site (but with the same structure and content) to replace it this winter. The school website is once again out of date. Richard Burgess has moved on to "Glow" and although there is some S6 input, a lot of work needs to be done. ❖ "Newsletters". The school newsletter is due out again in two weeks. A contribution largely to remind parents of the existence of the PC is needed, especially since nothing went out in the first newsletter of the year. A suggestion has been made of integrating the weekly school bulletins in newsletter form into the Parent Council website (a paper copy being difficult to produce each week) and PC will send to TC when complete. ❖ "Liaison with cluster primaries". Both SH & HD as parents still actively involved at primary level, have volunteered to take this on. ❖ "PR activities" & "Building the Broughton Brand". Closely linked with previous item, it was agreed that the fantastic facilities offered by the new school and the quality of education on offer must be communicated more widely and effectively if pupils are to be attracted to BHS 	<p style="text-align: center;">ACTION</p> <p>TC to continue PC display at all Parents Evenings. Volunteers to be sought for other promotional activities on the night</p> <p>TC to add events to PC webpage. Volunteers required to expand methods of event promotion throughout the school and community</p> <p>TC to approach school to determine situation</p> <p>Volunteers required to draft a PC News paragraph by Oct. 12th</p> <p>SH & HD to formulate a strategy to raise awareness in the cluster primaries of all that BHS has to offer.</p> <p>Volunteers required to devise an effective marketing and promotion policy by the Parent Council on behalf of the school</p>
<p>2. S1 Questionnaire</p> <p>This will again be sent out with the October school newsletter. The school considers it a worthwhile and informative exercise. Addition of a question concerning awareness of the Parent Council was suggested as well as one on contacting the school.</p>	<p>TC to make amendments to the questionnaire and submit by 12th Oct.</p>
<p>3. Meeting dates for 2009/10 – continuing on with first Tues. or Thurs. of selected months:</p> <ul style="list-style-type: none"> ❖ 4th Dec. 2009 – next meeting. ❖ 2nd Feb. 2010 ❖ 4th May 2010 <p>Should more meetings be required they can be added</p>	<p>TC to place on website and inform Parent Council</p>
<p>4. AOB - none</p>	