

Essentials for Sustainable Growth

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A Sustainable Future?

- Assume or Know
- Spin or Substance
- Consumerism or Commitment
- Ad hoc or Planned
- Benchmarks of Integrity for a Seamless Enrolment Process
- Random or Targeted
- Freddos or Foundations
- Leadership or Decline
- Luxury or Core Business
- Vision

Assume or Know

- I'm sure the community understands
- It's only one person's perception
- It's only one more year with that teacher
- Yes we had friends round and they agree
- We are probably better off without those families
- Their concerns were not grounded in fact
- Families just don't think like us anymore

Assume or Know

- It's clear we have a communication problem
- It's a concern shared across our community
- We have been losing students every year
- Parents see the school as very cliquey
- Lions and Lionesses
- This Day Tonight
- Traditional and Contemporary families

Spin or Substance

- We live in a world of spin!
- Spin and the real truth
- Can we or should we be spin doctors?
- In public relations, **spin** is a form of propaganda, achieved through providing an interpretation of an event or campaign to persuade public opinion in favour or against a certain organization or public figure. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies disingenuous, deceptive and/or highly manipulative tactics. (Wikipedia)
- Let another praise you, and not your own mouth; a stranger, and not your own lips. Proverbs 27:2

Spin or Substance

- A sound education must be the foundation of any Community Relations Program
- A school **must**
 - be able to meet the expectations they create
 - be able to educate where expectations are unrealistic
- Be up to date and well informed of a community's concerns and expectations
- Do not raise expectations that cannot be met
- Substance will be a story of integrity

Consumerism or Commitment

The outworking of Consumerism

- Children dictate what they want
- Market conscious
- Images rather than words capture attention
- Impatient and intolerant of delays
- Expect instant solutions
- Money equals results
- If you don't provide it someone else will

Consumerism is the equation of personal happiness with consumption and the purchase of material possessions (Wikipedia)

Consumerism or Commitment

- Committed to the philosophy
- Take the parent educator role seriously
- It's about raising a child not buying a product
- Financial commitment beyond the fees
- Bringing others into a partnership

Ad hoc or Planned

- It's census time, are there any new enrolments?
- Numbers are low, should we put an ad in the paper?
- It's getting late in the year, we should really have an Information Night.
- We're almost out of flyers, will we just do a reprint? But the family in that photo has been gone for seven years.
- We need more money! Let's send a letter to parents.
- Whose job is it to write an ad for the paper?
- How many people are in the foyer for the interview?

Ad hoc or Planned

- Census is now 12 months away, let's revise our strategies.
- How much did we save buying our 12 month ad package?
- Yes, the Information Nights are well spaced and relevant to parents.
- The new Prospectus looks great. When do we schedule a revision?
- What are our long term aims and needs financially?
- All photos and articles go to a particular address on the server for easy access by Mr Organised.
- The interview room is set up with 9 chairs and toys for the children.

Benchmarks of Integrity for a Seamless Enrolment Process

- Integrity of the family and student
- A documented step by step approach
- Responsibilities clearly outlined
- Distributed and understood by each person and department in the process

Benchmarks of Integrity for a Seamless Enrolment Process

- Clear accountable timelines for
 - Acknowledgment
 - Process
 - Interview and tour
 - Process
 - Decision
 - Response
 - Start

Random or Targeted

- We're advertising! We put 10 ads in the paper this year.
- They're already in the school. Why would we give them prospectuses?
- We have never got an enrolment from that!

Random or Targeted

- Awareness
- Informational
- Action

Freddos or Foundations

- Do parents and staff at your school give (buy) out of commitment, duty, or guilt?
- Who is the most committed? The person buying a bargain at the Father's Day stall, or a family giving to a Bursary supporting Foundation?
- What opportunities are you developing?
- What culture are you encouraging?

Vision

- “The ability to perceive something not actually present to the eye” - *World Book Dictionary*
- “The ability to respond in the present, so as to meet the challenges, known and unknown, of the future” - *Endeavour*
- “Vision is a clear mental picture of what could be, fueled by the conviction that it should be.”

Vision

“Anyone [organization] with a vision will tell you this is not merely something that could be done. This is something that should be done. This is something that must happen. It is this element that catapults men and women out of the realm of passive concern and into action. It is a moral element that gives vision a sense of urgency.”

Vision

The vision of an organization acts as its magnetic north.

Goals can be energizing - when you win. But a vision is more than a goal. A vision is enlivening, it is spirit-giving, the guiding force behind all great human endeavours. Vision is about shared energy, a sense of awe, a sense of responsibility.

Vision

Vision weaves four things into the fabric of our schools:

Passion

Motivation

Direction

Purpose

“If your vision is for a year, plant wheat.
If your vision is for ten years, plant trees.
If your vision is for a lifetime, plant people.”
[Chinese Proverb]

(God's Blueprint for Developing and Maintaining Vision by Andy Stanley)

What are we Planting?

- Families and communities committed for a long term relationship

OR

- Consumers buying a disposable product for a short term purpose