

Endeavour Community Relations and Development

Community Health Audits

Presenter

Tim Caughey

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Community Health Audits

It is vital for any organisation to be aware of how they are viewed and perceived by themselves and the communities around them. This is particularly important to maintain stability and build relationship within the community. It is also critical for a Christian school to effectively project itself into the local Christian and broader community, maximising the benefits and effects of community relations, marketing and promotional work done within the school's support community and in the broader community.

A community acting without clear and accurate information can waste time and resources in misguided community building, advertising, and promotion.

Aims

Aim:

To ascertain how a Christian school is viewed and perceived by:

- Association/Society
- Board
- Staff
- Students
- Local churches
- Businesses and contractors used by the school
- The general business community (survey approximately 80-100 businesses)

The Process

Endeavour will deliver this in the following way:

- Community Health Audit forms
- Personal interviews by Endeavour staff
- Focus groups
- Follow up phone calls
- Visiting of local businesses
- Phone calls to local school contractors

School Responsibilities:

Endeavour will provide Community Health Audit forms for the School Office to place on letterhead and distribute to appropriate sections of the community. The School Office will be responsible for collection and posting to Endeavour.

Endeavour expects that the school will contact all school families by phone during the Health Audit process. This encourages a higher return rate of survey forms, but even more importantly it is a wonderful community relations exercise that can be conducted by the school leadership.

Report

Report:

Endeavour will provide a report on how the school is perceived in the context of the educational landscape by the following groups:

- Association/Society
- Board
- Staff
- Students
- Local churches
- Businesses and contractors used by the school
- The general business community

The Report

The report will contain observations with corresponding recommendations on ways of strengthening and improving the Community Health of the school. This is vital information should the school wish to develop a Community Relations and Marketing Plan.

Dear

As part of Sunshine Christian School's ongoing commitment to evaluate all areas of school life, the leadership has engaged the services of a Christian community relations company, *Endeavour Community Relations & Development Pty Ltd*.

Part of their work for us is to conduct a Community Health Audit of the school. A vital part of the audit is the opinions of our parents.

Your opinions and comments are important to us, so we encourage you to complete the attached questionnaire and return it to the school by mail or via your youngest child's class teacher. If you prefer you can hand it directly to the School Office in the envelope provided. The greater the participation rate the more helpful the Community Health Audit will be.

Thank you for taking the time to complete this questionnaire. With your assistance we hope to serve the Lord and our community better.

Yours