

SCHOOLS ONLINE – HOW THE SCHOOL OVERVIEW CAN HELP PROMOTE YOUR SCHOOL

The Schools Online website is an invaluable marketing tool which allows your school to make a lasting first impression on those visiting your profile. The site receives an more than 100,000 hits per month, with each school receiving a minimum of 90 hits per month.

The school overview will be the first page which opens when a visitor chooses to view a school. For this reason, it is essential the overview to be interesting, relevant and up to date. Remember to write the overview from the point of view of the audience – what they want to know about your school rather than what you may want to tell them!

Market research conducted by the Department shows that parents look to four key aspects when choosing a school, so make sure you include information about your school's:

1. Quality of teachers and teaching programs

Parents wish to know that your school has competent teachers who are rewarded for their commitment to excellent teaching, quality educational programs and their interest in the social and emotional wellbeing of students.

2. Morals and values

The morals and values displayed by your school will greatly influence a parent's decision to send their children to your school. Make sure you promote a clear school ethos or philosophy and highlight values taught at your school including responsibility, respect, appreciation of diversity and a good work ethic.

3. Behaviour management and discipline

Behaviour management and discipline relates to clear and appropriate codes of conduct, support for teachers enforcing discipline and the provision of a secure environment for students.

4. Facilities/subject choice

Tell parents about the range of subjects available, any sports or extra curricular activities, technology, facilities and any special programs centred around sports, arts or music.

Other information you may wish to include:

- The unique and interesting aspects of your school which set it apart from other schools so visitors can see at first glance why they should find out more about your school. This may encourage them to go to your website, visit your school or arrange to meet the principal.
- The achievements of staff and students which tell visitors about your high quality teaching staff and the excellent teaching and learning programs.
- The values of your school, focusing on how each student will be cared for within the school environment.
- Links to the wider community which help your school deliver high quality programs and provide special learning opportunities for staff/students.
- A short physical description of the school such as where it is located, specialist facilities and other unique and interesting aspects.

Examples of excellent school profiles are attached to assist you.

Updates to your school overview can be made electronically through the intranet on the school text submissions webpage. If you require assistance, please contact the Customer Service desk.

East Claremont Primary School

At East Claremont Primary School, our purpose is to provide a positive and challenging teaching and learning program where all children can develop knowledge, skills and values that will enable them to participate as responsible members of our society.

With a reputation for excellence, our students consistently achieve and perform at the highest academic levels. High quality staff and the wonderful co-operation given by our parents in supporting their children's education enhance the reputation.

The school is set in a peaceful tree enhanced environment, surrounded by parklands and the lush grounds of the University of Western Australia's Claremont campus.

The school has the capacity to accommodate 200 students from Years 1-7 on site and 27 pre-primary students at our nearby off-site Pre-Primary Centre.

In 2005, PRAC celebrated 100 years of rich educational history and tradition. Thousands of current and past students, teachers and parents took part in a year of exciting celebrations, including a giant reunion, musical performances and our French Immersion Day.

Today the school is in the unique position of being the only school in Western Australia to offer a Partial French Immersion language program. Many have acclaimed this successful and highly innovative program for the integration of curriculum and learning the French language and culture.

Another outstanding feature of PRAC is the diversity and quality of the specialist teaching programs available to all students from Years 1-7. These include music, art & craft, library, physical education and an integrated school computer system, all undertaken in quality, air-conditioned classrooms.

East Claremont Primary School has a wonderful ethos of being a caring, and friendly community centred school that encourages excellence and strong values from its students. It is a school that has many outstanding features and is held in high regard by its parent community as a centre of learning excellence.

Perth Modern School

Perth Modern School is the oldest public senior secondary school in the State. It opened as a scholarship school in 1911 with a charter to offer a 'modern' education to students of strong academic ability. Selection was by scholarship and both male and female students studied science and modern languages as part of their courses.

The School developed a strong reputation based on the achievement of high educational standards and the successes of past students who include a Governor General, Governors, Prime Minister, 15 Rhodes Scholars and many other high profile, valued members of the community.

In 2007 the School will return to academically selective schooling after a break of nearly 50 years. The first intake of up to 160 Year 8 students will be followed in successive years by other students. By 2011, the School's centenary, all students will be academically selected.

Perth Modern will retain its highly regarded music and classical ballet programs which have both been significant in producing artists of national and international acclaim.

New classrooms and facilities specifically designed for the education of talented students will be built in 2007 in a \$17 million redevelopment that enhances the heritage listed original buildings. The following year temporary accommodation will be replaced with an \$8 million onsite residential facility for students from regional Western Australia.

Perth Modern School has a strong tradition of community participation, with an active parent body and established alumni associations who value the school's reputation as one of the State's most notable educational institutions.

The School Council consists of community members, teachers and students and oversees school planning processes, priorities, budgets and advises the Principal. Parents also participate in the Parents and Citizens' Association and in a range of committees - such as the canteen, music parents and dance parents.

Student Council includes representation from students of each of the school year groups and these students consult with their peers to provide advice to the school staff and Council.

Situated at the city end of the suburb of Subiaco, the local environment includes a major teaching hospital, the public parks associated with the Subiaco Football (Australian Rules) Ground, residential development and low rise office and commercial development. The school is well serviced by rail and bus services.

Doubleview Primary School

Doubleview Primary School is a Level 4 school in the West Coast Education District, and is situated two kilometres from the coast and twelve kilometres from Perth's central business district. Enrolments are increasing each year and currently stand at 240 students from Kindergarten to Year Seven. Approximately thirty percent of the students currently enrolled at Doubleview Primary School come from outside the school's intake area.

Through the hard work of the School Council, the school received a grant from the Department of Education and Training for a comprehensive restoration program that included new paint (inside and out), carpets and black/white boards which has vastly improved the learning environment. The school also has extensive grounds (5.83 hectares) with two large ovals, cricket nets, and tennis, basketball and netball courts.

The teaching staff bring considerable experience and stability to the school and the programs offered. The school offers unique programs in the Performing Arts where Year Seven students produce and perform an annual musical to the community and neighbouring schools and a comprehensive Physical Education program that includes surf awareness lessons and a beach carnival run with support from the local Scarbro Surf Life Saving Club.

Doubleview Primary School excels both academically and on the sporting fields. Competing in swimming, athletics, cross country, football and netball, the school is very competitive against opposition schools of much larger size.

The staff and parents at the school are committed to providing a safe and supportive environment for all its students. In 2004 the school successfully implemented the values based program 'You Can Do It!', which develops students in the key areas of Getting Along, Confidence, Persistence and Organisation.

In 2005 the Parents and Citizens' Association embarked on an ambitious grounds renewal project. An old Bristol building and a vast expanse of bitumen was removed from the centre of the school site and the Parents and Citizens Association worked solidly for three months installing turf, brick paving, native gardens, an amphitheatre and a new playground. The new area has become the focal point of the school and is utilised by community members after hours.

The 2006 schoolwide priorities are:

Literacy - A Getting it Right Literacy specialist has been appointed to work with junior primary staff and the whole school will be implementing 1st Steps in Reading.

ICT - New computer technology will be utilised to provide staff and students greater internet access with more reliability, including an improved school web site.

MSB - (Managing Student Behaviour) Staff, students and parents will be involved in a review of the MSB policy, include the Bullying policy.

The school is very community orientated and enjoys excellent parent-teacher support. The school has a very active and supportive Parent and Citizens' Association, a motivated Parent Participation group and a hard working and effective School Council. Parents are encouraged to take an active role in their children's education and are an integral and much appreciated component of many of the school's programs.