

Waiheke High School communication audit

Brief

Waiheke High School is looking for someone or a group of people to review all the ways we communicate with our community.

This would include both:

- Outgoing/proactive communications - generally 'news' about the school and;
- Administrative communications including notifications/'how to' information etc

It would cover communication from:

- Central administration
- Principal
- Staff
- Board,
- also **may** help other associated groups such as Friends of the School.

The channels audited would include but not be limited to:

- The school website at www.waihekehigh.school.nz
- Email communications including administrative emails and proactive comms like the newsletter
- Incoming telephone calls
- Text notifications
- Printed communications to parents
- News updates to students across online, printed and face to face (classroom/assembly)
- Public meetings and events (e.g. prize giving, welcomes, open days, celebrations) at the school, other presentations.
- Public facing signage on school grounds
- Media releases and advertising in local newspapers
- Facebook and other social media

It would not include: teaching materials, student reports, internal communications

The audit would identify (preferably through experience and anecdotal feedback rather than new research):

- Distinct 'target' audiences; their information needs and the most appropriate communication channels
- Gaps in communication where groups are not receiving the information they need.
- Successful approaches to bridge those gaps

The audit would recommend:

- The channels, frequency and content type necessary to reach our target audiences
- The audience, purpose, 'sender/author', frequency and preferred style for key communications, producing templates and training staff
- The responsibility within the school's structure for initiating, managing and monitoring communication

Budget:

- At present we envisage a budget of between \$5k and \$10 for the project
- Suppliers will be asked to develop an outline cost structure if/when asked to prepare a proposal.