

KINMA PUBLICITY AND PROMOTIONS MATRIX

Mission: To ensure that Kinma and the education it provides are known to and well regarded by parents, teachers, children and the local community.

Kinma Values:

Collaboration and cooperation
 Clear communication
 Social living skills
 The child
 Other adults
 New students

Roles:

Council - approval, monitoring, reporting
 Portfolio delegate - development, monitoring, communication
 Committee - development, implementation,
 Administrator - day to day management
 Expert parents - advice, implementation
 Kinma community - implementation

Links:

Education Committee
 Social / community networks
 Finance Committee
 Communication
 Information
 Environment
 Other Education bodies

	Budget	Planning	Implementation	Monitoring	Communication
Person Responsible	<ul style="list-style-type: none"> ▪ Council ▪ Committee 	<ul style="list-style-type: none"> ▪ Council ▪ Portfolio delegate ▪ Committee 	<ul style="list-style-type: none"> ▪ Committee ▪ Portfolio delegate ▪ Administrator ▪ Expert parents ▪ Community 	<ul style="list-style-type: none"> ▪ Council ▪ Portfolio delegate ▪ Committee 	<ul style="list-style-type: none"> ▪ Committee ▪ Expert parents ▪ Community
Outcomes	<ul style="list-style-type: none"> ▪ Adequate funding ▪ Budget spent 	<ul style="list-style-type: none"> ▪ Annual I,P & P plan ▪ Term I, P & P plans 	<ul style="list-style-type: none"> ▪ Healthy enrolments ▪ Support of inquiries ▪ Community profile 	<ul style="list-style-type: none"> ▪ Reports to Council 	<ul style="list-style-type: none"> ▪ Healthy enrolments ▪ Healthy community profile
Tools	<ul style="list-style-type: none"> ▪ Annual plan ▪ Annual budget 	<ul style="list-style-type: none"> ▪ Existing copy ▪ Historic documents ▪ List of local fairs ▪ Media contacts ▪ List of regional preschools ▪ Names of expert parents 	<ul style="list-style-type: none"> ▪ Media ▪ Open days ▪ Advertisements ▪ Targeted campaigns ▪ School tours ▪ Parents 	<ul style="list-style-type: none"> ▪ New enrolments ▪ Children leaving ▪ Reasons for change 	<ul style="list-style-type: none"> ▪ Media - copy, placement ▪ Banners ▪ Advertising ▪ Annual report ▪ Web ▪ Newsletter ▪ Parent handbook