

# Annual MNS Communications Plan for 2020 - “Be the School of Choice.”

Below are the three areas of focus for the communications strategy for 2020.

These three areas feed into the overarching Communications Plan of **Trusted Voices**.

Areas highlighted in green are already underway and are on-going. Please note communicating with stakeholders is a revolving process.

1.

Strategy	How we are doing it?	Who is doing it?
IMPROVE WAYS WE COMMUNICATE WITH PARENTS AND PROMOTE OUR LEARNING.	Presentation of the Social Media Calendar* to staff and its importance in using it in order to become a unified, streamlined and cohesive school with regards to our digital communications	Joyce Sarah Mac – manages FB Natasa All Staff  Timeframe: Term 1 /Ongoing
	Reinforcing to staff that all events which speak to the MNS core values need to be documented (either photographed or videoed) **	Natasa Sarah Vidisha  Timeframe: Term 1 /Ongoing
	Profile MNS Teacher Voices and disseminate online to further extend the parent-teacher interface***	All Staff whom have chosen to participate  Timeframe: Term 1 - 4 /Ongoing
	Use the documented events as online collateral to illicit engagement with parents	Sarah Mac Natasa  Timeframe: Term 1 /Ongoing
	Track the online analytics in order to evaluate the performance of our digital communications	Natasa  Timeframe: Term 1 /Ongoing
*Please see link in email to the Social Media Calendar		
**All staff ensure they monitor their Capture and Release document in order to capture only those whom MNS have received approval from.		
*** Please see link in email called MNS Teacher Voices		

2.

Strategy	How we are doing it?	Who is doing it?
<b>MAINTAIN A ROLL THAT ENSURES CONSISTENT GOVERNMENT FUNDING TO CONTINUE EFFECTIVE OPERATIONS AT THE SCHOOL AND A LEVEL OF STAFFING THAT IS CONDUCIVE TO OPTIMAL LEARNING</b>	<p>Establish exactly how many children we want to attract.</p> <p>What is the capacity v capability for our MNS teachers?</p>	<p>BOT Joyce Natasa Leadership Team</p> <p>Timeframe: Term 1 /Ongoing Refer to July 1 Roll Count</p>
	<p>Focus on establishing trust with local early learning centers</p>	<p>Joyce Belinda Natasa</p> <p>Timeframe: Term 1 /Ongoing</p>
	<p>Visits to MNS by kindergarten children to showcase/entertain them</p>	<p>Tessa Sarah</p> <p>Timeframe: Ongoing</p>
	<p>Reach out to all local ECE's in the eastern suburbs with information about MNS</p>	<p>Joyce Natasa</p> <p>Timeframe: Ongoing</p>
	<p>Use the digital comms as evidence that MNS abides by its core values and reinforce that we are a Trusted Voice within the community</p>	<p>Natasa Sarah</p> <p>Timeframe: Trem 1: Ongoing</p>

### 3.

Strategy	How we are doing it?	Who is doing it?
<b>HAVE A HIGH PROFILE IN THE COMMUNITY AND HOLD FUNDRAISING, CULTURAL AND COMMUNITY EVENTS THAT ARE WELL-SUPPORTED 2020 - 2022</b>	Re-align the Home and School committee as a pivotal and prominent component to executing this strategy*. Include the Chair of H&S in BOT meetings to report on their progress.	BOT Joyce Louise Natasa
	Become aware of the multi-cultural make-up of the MNS students**. Creating a schedule of events that are relevant to the plethora of cultures at MNS	Natasa Louise Sarah
	Ensure these events are in line with MNS core values and work towards reinforcing this messaging	Louise Natasa
	Use of funds to go towards initiatives discussed by the H&S committee and the BOT and Joyce	BOT Home and School Joyce
	Use the digital comms as evidence that MNS showcases the H&S efforts which in turn enables our community to be a Trusted Voice	Natasa Sarah Louise
	Evaluation meetings after each event to assess the performance, effectiveness and impact of the event. Adjustments to be made accordingly.	Home and School Natasa Joyce
*Please follow link to the MNS Website Publication now devoted to the Home and School Team		
**Please see graph attached showing MNS Ethnicity Breakdown		