

COPPICE

SCHOOL



Marketing Working Party

Terms of Reference

2009/2010

Committee Membership

To be determined, including appointment of chair

May co-opt lay members as required.

Minutes to be taken by a member other than the chairman

Frequency of Meetings

Minimum – once per term

Normal – once per half term

All minutes to be circulated to the full Governing Body.

Terms of Reference

1. Mission

- School Mission Statement

2. Image

-School perception within the community

3. Publicity

-School Prospectus

-Media communications

-Special events

-Community involvement, including charities

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4. Parental Liaison

- Newsletter
- Annual Parents Report

5. New Pupils

- Ensure the continuity of recruitment of new pupils

6. Fund Raising

- PTA liaison
- Special fund raising activities
- Sponsorships