



DISV Admissions, Communication and Marketing Strategy

Aim: To understand and tell the DISV story in an open, transparent, modern, engaging and exciting manner.

Student Voice Parent Voice

- We recognise that students and parents are uniquely placed to tell the story of DISV and to give feedback on all aspects of school life.

IB Learner Profile

- the characteristics of IB learner profile have a significant impact on our operational and philosophical approach to Admissions, Communication and Marketing.

Technology

- Where appropriate, we utilise interactive and digital media technology within and outside our community to tell our story, collect data and ideas, and share information.

CULTURE OF COMMUNICATION

At DISV, we create and sustain an effective **CULTURE** of communication, because we believe that this is the most effective manner of understanding and telling our story by collecting data, sharing ideas and informing our community. At DISV, we believe that every one has the right to be heard, to understand and to be celebrated. We relish the challenge of ensuring that every community member is excited and engaged.

Inclusivity

- We celebrate diversity with internationalism embraced.

Data

- We collect and distribute objective and subjective data in order to better inform our current and future community, and to improve our decision making process.

Physical

- We exhibit creative, informative and interactive physical display
- We stimulate the senses, using text, sound, music and images

Language

- We recognise that images are often more effective than words.
- We recognise that the majority of our community are not mother tongue English speakers.

Celebration

- We maximise praise, with achievement celebrated and rewarded, a positive experience for all.

Technology

- All parents, students (Grade 3-12), and staff are expected to be in email contact with DISV.

STRUCTURE FOR MARKETING

At DISV, we use the following **STRUCTURE** for marketing. We believe this structure improves the effectiveness of school marketing.

The structure for marketing will:

clearly **IDENTIFY** the target audience and the potential benefits of any approach

tell the **STORY** of DISV in a modern, engaging and exciting manner

USE an appropriate and focussed form of marketing

REVIEW and **REFLECT** upon the success of any marketing element

PROCESS OF ADMISSIONS

At DISV, we use the following **PROCESS** for admissions. We believe this process improves the likelihood of a positive match between the school and future students.

The process for admissions ensures that:

FULL and **TRANSPARENT** information about the school is given to every potential student

sufficient **DATA** is gathered to create a full profile of the potential student

admissions **DECISIONS** are made with input from key staff members

the initial **ORIENTATION** of new students is seen as a vital component

This strategy works best if fully understood and embraced by all stakeholder groups, and will be **reviewed** in **November 2012**.

Ian Piper; November 2011