

[E3 - Centre Promotion - Staff]

Prospective students, their parents and guardians will want to know who they or their children are going to be taught by - and also, who they will be studying with. Parents and guardians want their children to feel safe, part of a family and feel cared about. These are the kinds of positive things students say in student focus groups. The last thing we want to hear students say is that they just feel like a number - that nobody knows their name or cares about their progress.

Often when NEAS Assessors ask teachers how they are involved in promoting the Centre, they are greeted with blank faces. Teachers don't see this as part of their role. We have, however, observed that what teachers do and say in and outside of the classroom has a direct impact on what students say about the Centre. Strategies are needed to help teachers play a positive part in promoting their Centre.

Demonstration lessons to prospective students are a great way to promote centres. Video recordings of excellent classroom practice or out of class social events are other great means of promotion.

Teachers testimonials are a novel means of promoting a Centre. This will also make teachers feel more valued. Video or text based scenarios such as "A day in the life of ... " or "Why I like teaching here." can provide for great engaging copy in promotional material. Teacher testimonials can also be a great opportunity for fun, creative professional development. Teachers can examine what it is that makes their classes so meaningful and engaging for students. Students get most of their information about changes in policies, procedures and services through their teachers. This is because teachers establish good trust relationships.