

GOLDINGTON ACADEMY
COMMUNICATION COMMITTEE
TERMS OF REFERENCE AND ANNUAL WORKPLAN

1.0	SUMMARY	
	Within the framework of the School Budget and Improvement Plan, the Communications Committee will:	
1.1	Undertake the preparation, publication and circulation of: <ul style="list-style-type: none"> • the Governors' Annual Report • the Prospectus • the Governors' Update • other publicity and press releases as judged appropriate; 	
1.2	work with the school Leadership Team to plan and organise the Trustees Annual General Meeting, and school Open Evening for prospective parents;	
1.3	monitor and provide assistance to the Business Manager in the development of the school Website;	
1.4	make recommendations for improvements in school publicity and communications (if judged necessary).	
2.0	MEMBERSHIP & QUORUM	
2.1	The Committee should comprise: <ul style="list-style-type: none"> • not fewer than three governors, to be appointed at the first Governing Body meeting of each academic year; • Vice principal • School Business Manager as required 	
2.2	Appointments, and these Terms of Reference, should be reviewed annually at the first GB meeting of the academic year. However, changes may be made on request at any other point of the year, subject to the prior agreement of the full Governing Body.	
2.3	The Committee may, at its discretion, co-opt additional members of the school community.	
2.3	The Committee should appoint its chair (and vice chair as required) annually at the first meeting of the Committee. The chair should not be a member of the School staff.	
2.4	Only governors appointed by the Governing Body are entitled to vote. The chair has a casting vote. Three governors are required for a quorum.	
3.0	TERMS OF REFERENCE	FREQUENCY
3.1	Produce the Governors' Annual Report	Annually
3.2	Organise the Annual General Meeting	Annually
3.3	Contribute a Governors' Update to the school newsletter	Termly

Approved by the Communication Committee on November 2017

3.4	Produce a staff newsletter	At least annually
3.6	To review the school Prospectus	Annually
3.7	To review the school website	Annually
3.8	To promote the school through the local press/social media and all other relevant channels.	As and when required
4.0	MEETINGS	
4.1	<p>Dates for committee meetings shall be decided at the beginning of the academic year with reference to the School Diary.</p> <p>A notice calling each meeting of the Committee and setting out the items for discussion at the meeting will be issued by the Clerk, in conjunction with the Chair, Principal or their representative, normally at least seven days prior to the meeting.</p> <p>Items for discussion will as a minimum requirement cover those listed below in the Annual Work Plan section (see 5.0 below).</p>	
4.2	A committee member will take notes of each meeting (in rotation) and circulate these to all governors. In general all meetings will be no longer than 2 hours.	
4.3	Notes from all meetings will be submitted to the main Governing Body for consideration.	
4.4	The Committee will normally meet at least twice per term and otherwise as required by the Governing Body, Chair or Principal.	
5.0	ANNUAL WORKPLAN	
	Autumn term	Spring term
	<ul style="list-style-type: none"> • Governors' Annual Report • Governors' Update in the school newsletter • Review press coverage and evaluate marketing opportunities • Agree Press strategy for the year ahead • Planning for the AGM • Prospectus • Collaborate re planning of open evenings • Review effectiveness of staff communication 	<ul style="list-style-type: none"> • AGM • Governors' Update in the school newsletter • Annual newsletter to staff • Review press coverage and evaluate marketing opportunities • Review effectiveness of staff communication • Review results of bi-annual Concentra Parent Survey
		Summer term
		<ul style="list-style-type: none"> • Governors' Update in the school newsletter • Review press coverage and evaluate marketing opportunities • Review and evaluate Press Strategy • Review website • Review effectiveness of staff communication