



Literacy KS 3 Citizenship KS 4

Making Changes in Your School

As part of a process of changing the school image, the school needs to update its school brochure.

It is important that users and prospective users are informed of the school facilities and how the school is organised. It therefore needs to present accurate information in a persuasive and attractive format.

To produce this you must follow the procedures below:

1. Hold an Editorial Meeting.

Discuss and plan the content of your brochure.

Consider the audience and purpose. Will it be used to inform present students and parents, to attract prospective students and parents or may it be useful in part of a process to attract funding or sponsorship.

What are the aims of the school?

Is there any information by law that has to be produced in a school brochure? [Interview the Head Teacher]

What information would you like to see in the brochure.

Delegate and organise tasks.

2. Collate information that will be in your brochure.

Things you might like to consider:

How does the school organise the delivery of the curriculum [subjects, staff, resources, facilities].

The school building [How many teaching areas are there? What areas are there for relaxing and socialising - canteen, dining area?]

Is there any Community/social links.

What events does the school have[sports, music, drama productions, visits, etc.].

Any other items that you feel should be in your school brochure.

3. Plan and draft the layout and format of the brochure.

Remember to include text and any illustration or photographs that you would like in it.

4. Use ICT to produce the brochure.