



St Martin's Pre-Primary School
STRATEGIC PLANNING 2023/2024



GOALS	OBJECTIVES	RESPONSIBLE
MARKETING	Hire Marketing Company	Governing Body
	Post regularly on Social Media 3/7 days	Principal
	Boost Social Media Posts regularly	Office
	Create new Brochure	Principal
	Advertise (Flyers) via other schools/estate agents/antenatal nurses/churches/coffee shops/library	Office
	Send out Brochures to Expression of Interest queries	Office
	Parents to market school to friends and family (Ads, Flyers, Articles)	Parents
	Utilise functions to distribute marketing material	Office/PA Committee
	Street Pole Adverts	Office
	Video of typical day to be sent after visit	Office
	Signage outside of Church and on neighbour's verge	Office
PARENT INTERACTION	Parents' Questionnaire	Office
	Coffee Shop	Office
	Class/Grade/Moms Social/Night Out/Playdate	PA Committee /Class Mums
	Encourage parents to volunteer	PA Committee
	Class to take ownership of event	PA Committee
	Parent Expert Seminars/Information Evenings	PA Committee
	Use WhatsApp Groups for whole class birthday invitations	Parents
	Early morning functions, e. g. Mums' Breakfast/Parents4Prayer/Open Rings	Office
	Principal at roadside at Arrival Time 1/5 days	Principal
CURRICULUM	Investigate introductory Robotics for Grade Rs (part of programme)	Principal/Bursar
	Investigate age split and differentiation in classes	Principal
	Revitalise After-Care	Staff
	Grade 000 Evening	Staff
	Review CAPS component in Grade R vs local JP Schools	Staff
	Review Report Language for Term 4 Reports	Staff

GOALS	OBJECTIVES	RESPONSIBLE
SOCIAL AWARENESS	Charity Collection Day	Parents/Staff
	Support Outreach Programmes	Office
STAFFING	Have Assistants in every class	Governing Body
	Staff Development	Principal/Staff