



THE GOVERNING BODY OF THE EMMBROOK SCHOOL

PROMOTING EMMBROOK COMMITTEE TERMS OF REFERENCE

Membership: The membership of the Committee will be decided by the Governing Body. The head teacher will be an ex officio member. The Chair will be elected at the first meeting of the academic year.

Quorum: The quorum for meetings will be three voting members.

Meetings: Meetings will be held when required but no less than once a term.

Function: The function of the Committee is to advise the Governing Body on the marketing strategies undertaken by the School, specifically aimed to increase student admissions.

More specifically, the Committee will be responsible for:

- reviewing media opportunities to increase the School's presence and reputation within the community and wider catchment areas;
- monitoring the School's engagement with local primary schools to ensure an increase in first choice admissions;
- ensuring brand awareness and continuity across all aspects of the student/parent experience of the School.

Review: These terms of reference will be reviewed annually in the Autumn term and endorsed by the Governing Body.

Approval: These terms of reference were approved by resolution of the Governing Body on 28 March 2017 and amended pursuant to a resolution of the Governing Body on 2 October 2018.