Christian Alliance Cheng Wing Gee College
Program Plan 2008/2009

SCHOOL PROMOTION COMMITTEE

I. AIMS

To promote a positive school image to the community and facilitate them to understand the school mission, goals, objectives, strategies, uniqueness and achievement through various means such as school homepage, pamphlets and school visits

II. SITUATIONAL ANALYSIS

A. Strengths

1. The clerical staff is very helpful in assisting the work of the Open Day for P.6 Students.
2. Staff members are well experienced in their education profession and are dedicated and committed to the school, willing to provide quality services to all parties and maintaining good relationships with them.
3. Information Technology network, facilities and support are strong enough to facilitate efficient information exchange between various parties of the school and the community

B. Weaknesses

1. The workload of the members is generally heavy, and therefore, the assigned tasks within the committee are usually put in the second priority.
2. Not many staff members have awareness to inform SPC about their achievements and special activities held and therefore the committee has difficulty in collecting information about the special events run by various parties within the school.
3. Financial requirements are great in the publication of pamphlets and newsletters

III. OBJECTIVES

A. Year 2006-09

1. To project a school positive image
2. To provide more access for the community to get to know more about the school
3. To explore more strategies to promote the school

B. Year 2008-09

1. To update the information of the school homepage.
2. To improve the process of information collection and foster effective communication among the heads of different committees and subject coordinators so as to know better what to promote.
3. To run the Open Day for P.6 Students.

IV. OPERATIONAL STRATEGIES

Tasks	Description	Expected outcomes	Success Criteria	Resources required	9	10	11	12	1	2	3	4	5	6	7	8	In-charge
School Pamphlet	Providing information such as mission, unique features etc of the school to the community	Once a year, around March,	Positive comments on quality of the design and content by community	Art design and financial support				*									KKM, (SCM)
School Homepage	To review and ensure the accuracy and timely information of the School Homepage	Monthly renewal of information	Accurate, timely, attractive design	Art design, IT teachers	*	*	*	*	*	*	*	*	*	*	*	*	LPT
Coordina-tion	To liaise with various committees and school managers in the production of the various publications	Multidimen sional communica tion	Quality of content, design, time, accuracy of information	All staff members of the school		*	*	*							*	*	LPT CTW
Promotion of school image to primary schools of the district	Arranging visits for the Primary Six students of the district and their parents, assisted by SPC	Once per year, around March	More attendants in the visit	Quality performanc e and publication					*	*							KKM PYC WWM LRT CTW

V. EVALUATION

1. Questionnaires or evaluation forms.
2. Quality of the various types of publications of the school in promoting school image.
3. Feedback from the parents, teachers and members of the community on the school functions organized

VI. TEAM MEMBERS

1. Kwok Kai Ming (KKM) (Chairman)
2. Pang Yiu Choi (PYC)
3. Wong Wai Ming (WWM)
4. Lai Pak Yim (LPT)
5. Chan Tai Wai (CTW) (Secretary)