

What everyone in schools needs to know about reputation?

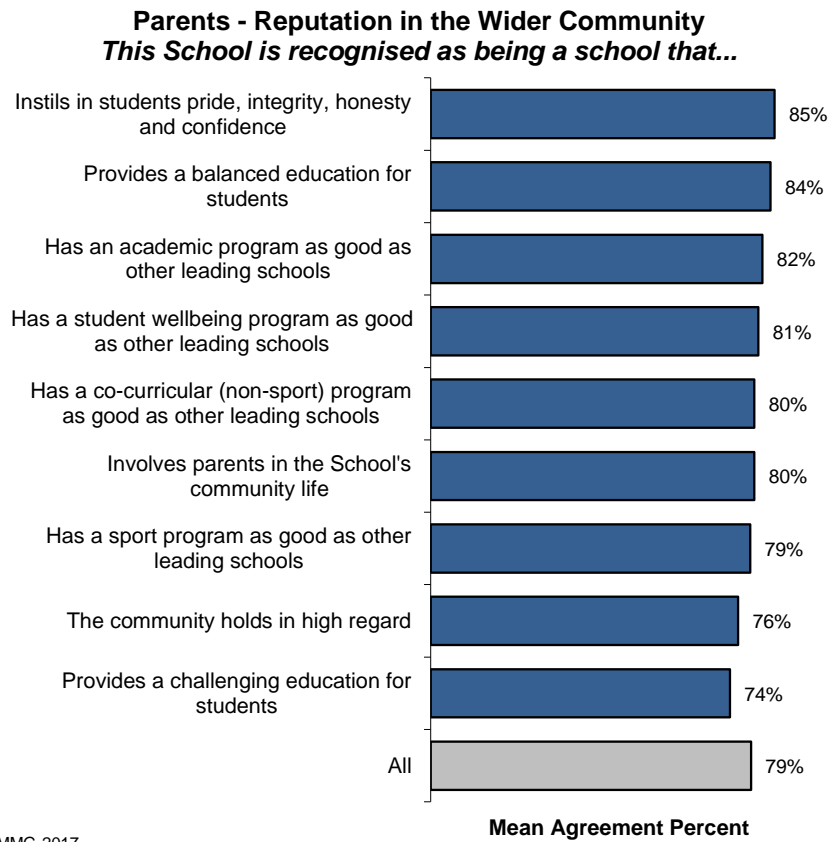
Among many things, good reputations assist schools in:

- Developing and maintaining strong enrolment bases.
- Maintaining productive relations with members of their immediate communities, from future, current and prospective parents to alumni.
- Predisposing members of school families, especially alumni, to provide moral and practical support.
- Maintaining productive relations with their extended communities, from neighbours to local government agencies and beyond.
- Minimising the potential for harm in the event of crises.

What is your school's reputation?

Taken from a school's Year 12 Exit Review of parents, the following chart shows parents' perceptions of their children's school in their community.

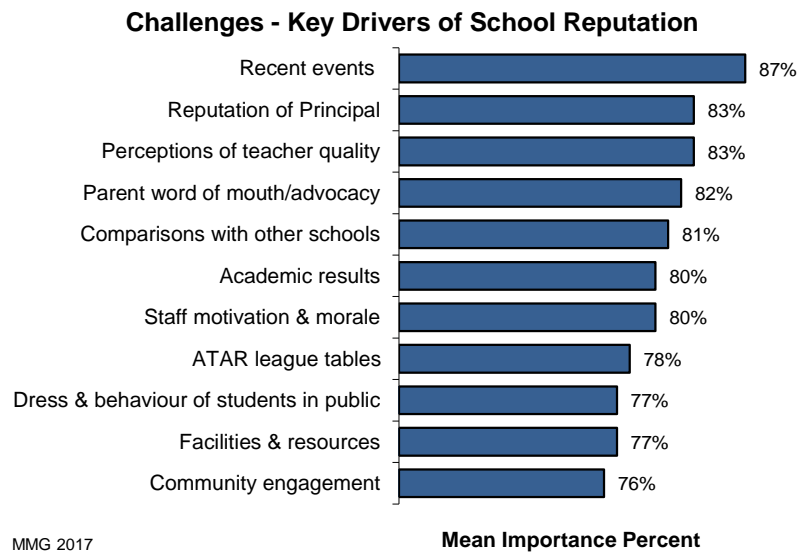
Whilst this school can be pleased with some aspects of its parents' views, in an area as important as academic standards, parents are not overwhelmed by its standing.



MMG Education's research in this area suggests that parents' advocacy of this school will be qualified and that their propensity to support in various ways will be limited.

What most critically impacts on a school's reputation?

MMG Education's research suggests the following:



This data indicates that the most important influences or drivers of reputation are:

- Recent events
- Reputation of Principal
- Perceptions of teacher quality
- Parent word of mouth/advocacy
- Comparisons with other schools
- Academic results
- Staff motivation & morale

It is likely that a parent's view of a school's academic standing relative to other schools will be influenced by their perceptions of academic results, teacher quality and staff motivation and morale.

MMG Education notes that:

- Good reputations take time and effort to develop but can easily be damaged quickly by one-off events; having been established they must be guarded!
- Many of the most important drivers of reputation are volatile and subject to misinformed/ill-informed communications among school stakeholders and the wider community.
- Pro-active communications, effective crisis management, close alignment of community values, etc., are required to effectively control Reputation Management.

In summary:

- What then is your school's reputation?
- What are the positive or negative influences driving it?
- How well informed is your community about your school's performance?
- What are they saying about the school?
- What plans and processes are in place to ensure your school's hard won reputation is protected?