

## Reputation Matters

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So what does managing your school's reputation really mean?

- Reputation is determined as a result of accumulated activity ("runs on the board")
- What we do (action), not what we say (rhetoric).
- Reputation is a measure or metaphor for intrinsic quality in a school – real substance or authenticity.

Our 15 years of research with schools internationally have led us to conclude that nothing is more valuable to a school than a positive and clear reputation. It is perhaps a school's most critical asset. But how do manage it rather than it managing us?

Is reputation something that you actively manage? How do you protect the reputation that you have and build it in line with your school's objectives and values?

Are you clear about the values you are communicating through your school's behaviour and that of your students, parents, staff and alumni?

What measures do you have in place to attract the confidence of interest holders such as parents, students and the community?

How do you assess the reputation of your school to better understand, compare and communicate its purpose?

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**ANU Centre for Continuing Education**  
[www.anu.edu.au](http://www.anu.edu.au)

## Seminar Presenter

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**Stephen Holmes BEd, MEd, MBA, PhD** Managing Partner, The Knowledge Partnership (Aust) Pty Ltd  
[s.holmes@theknowledgepartnership.com](mailto:s.holmes@theknowledgepartnership.com)

*"Stephen Holmes has credentials that place him at the vanguard of modern educational management. His scholarly expertise in processes of educational marketing is unique and his practical, entrepreneurial talent is similarly outstanding".*

Professor Frank Crowther, Executive Dean of Education, Pro Vice-Chancellor, University of Southern Queensland, Past President Australian Council for Educational Administration (ACEA).

With an extensive background in teaching, school and university senior management, Stephen is a world leader in re-orientating education institutions toward a culture that is evidence based, responsive, and directed at building reputation with various interest holders. Stephen is one of very few in the world with a PhD in the specific field of marketing schools.

Stephen's academic partnerships have included being visiting specialist in education marketing at both The University of Queensland and the University of Southern Queensland in Australia including development and delivery of higher degree courses in education marketing for students worldwide.

He is a Director of the internationally renowned MaXimizE (Excellence in Education) benchmarking and evaluation project adopted by a range of school systems, colleges and universities in Australia, New Zealand, UK, and Canada. Stephen is also the founder of The Reputation Assessor evaluation and benchmarking research process for schools (refer [www.theknowledgepartnership.com](http://www.theknowledgepartnership.com)).



**CENTRE FOR CONTINUING EDUCATION &  
ANU COLLEGE PRESENT:**

## MANAGING YOUR SCHOOL'S REPUTATION

**Dr Stephen Holmes**  
Managing Partner, The Knowledge Partnership

**Fee: \$250**

**Monday 29 October, 2:30 – 8pm**  
**at ANU**

This intensive program features information sessions, interactive discussion and breakout work group evaluations. Major themes are to discover and apply authentic (sustainable and based on proof) approaches to building the reputation of your school:

**1 Market positioning** - methods to gaining understanding and insight into parent and student motivations, preferences and expectations.

**2 Reputation management**- enhancing understanding of this key concept for 21st century school management.

## Who Should Attend?

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The event is designed for those with responsibility for:

- principals, senior managers
- student services personnel
- marketing personnel, and
- community relations personnel.

## Registration

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**Registration:** \$250 including GST and a light meal

**Closing date** Wednesday 24 October 2007

10% discount for two or more delegates from the one organisation.

The workshop is limited to a maximum of 30.

## Enquiries

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For further information or registration details contact:

Centre for Continuing Education  
The Australian National University  
Canberra ACT 0200  
T: 6125 2892  
E: [enrolments.cce@anu.edu.au](mailto:enrolments.cce@anu.edu.au)  
F: 6125 5938  
W: [www.anu.edu.au/cce](http://www.anu.edu.au/cce)

## Seminar Program

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2.30 – 3.00 Registration and Coffee

3.00–3.30 **Session 1**: International trends- marketing and reputation management in education

3.30–4.30 **Session 2**: Managing reputation in education

4.30–5.30 **Session 3**: Self assessment- Market oriented processes – building and integrated approaches to reputation management

5.30–6.15 Dinner break

6.15–7.15 **Session 4**: Workshop breakout session- evaluating your school's reputation

7.15–8.00 **Session 5**: Question and answer forum (questions prepared by delegates pre workshop)

8.00 Close

Participants are asked to prepare one question prior to the event that you would like a response to or discussion around (Session 5). All other questions will be addressed via email.

## The Organisers

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The ANU Centre for Continuing Education and ANU College have joined with the Knowledge Partnership to present this seminar to the ACT education community.

## Enrolment Form

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*Return by 24 October 2007*

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Institution/School: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## Payment Details

Please send me an invoice

Cheque made out to ANU

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Bankcard  MasterCard  Visa

Card Number: \_\_\_\_\_

Expiry date: \_\_\_\_ / \_\_\_\_

Cardholder's name: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

### Mail to

Centre for Continuing Education,  
The Australian National University,  
CANBERRA ACT 0200  
T: 6125 2892 or F: 6125 5938  
E: [enrolments.cce@anu.edu.au](mailto:enrolments.cce@anu.edu.au)

or call at the

Centre for Continuing Education  
first floor, Fulton Muir Building, cnr North and  
Daley Roads (ANU Campus) ACTON