

## Connectivity Strategic Plan – Update October 2016

**Central Goal: Ensure that the unique quality, vision and values of an ISZL education and experience are dynamically communicated and recognized.**

The future school-wide goals will be developed in 2018 after a review of the strategic plan is completed.

### Abbreviations used in the document

- DCR Director of Community Relations
- FAC Fundraising and Alumni Coordinator
- WM Web Master
- MCO Marketing and Communications Officer
- CRA Community Relations Assistant
- SD School Director

## Connectivity

### Strategies:

	Area	Actions	Date to be achieved	Person/group responsible for achieving this area	Evidence of progress towards achievement

Ensure that the unique quality, vision and values of an ISZL education and experience are dynamically communicated and recognised	Communications/ Website	To update the school website, including new photos and new pages created to showcase Accreditation, Child Protection, Strategic Plan update and University placements.	July 2016	DCR	Refresh completed in July 2016. 97 new photos, 12 new webpages
		Creation of a new Media Hub on website to visually showcase all areas of school life	November 2016	DCR/WM	Media Hub went live in Jan 16
		New website is planned for academic year 2017/18	Autumn 2017	DCR/WM	Budget has been agreed. Planning starts in Sept 2016
	Communications/ Social Media	Implementation of Social Media strategy to maximize external engagement with current school community and, external community;	Jan 2016	DCR/CRA	Strategy implemented with double digit engagement growth across all social media platforms
	Alumni/Website	Updating of the ISZL Alumni Portal and creation of a quarterly Alumni newsletter	Jan 2016	DCR/FAC	Portal updated and newsletter in place
	Alumni Events	Hosting for first international Alumni events in London and Boston	Jan 2016	DCR/FAC	Events hosted with 100+ alumni attending
	Alumni Events	New Alumni event for Holland to connect with	Nov 2016	DCR/FAC	Event booked

		growing alumni presence			
	Fundraising	Improve fundraising and prospecting with the implementation of a new fundraising database	January 2017	DCR/FAC	New database has been selected and will be implemented by October 2016
	Public Relations	An external engagement strategy will be developed to promote ISZL as a leader in international education	June 2017	DCR/MCO	Departmental reorganization in June 2016 to allow one staff member to focus on this goal
	Publications	Review and develop the ISZL flagship publications (The Magazine and the Annual Community Report) to ensure that they accurately report, promote and showcase all aspects of ISZL school life to both our internal and external community.	Dec 2016 <i>Magazine</i> June 2017 <i>Community Report</i>	DCR/MCO	Review of external distribution list by Nov 2016. Creation of a new E distribution list
	Marketing	A new recruitment video will be created to promote the school to potential employees	Dec 2015	DCR	The video was created as a student lead project and will be uploaded onto the recruitment portal in November 2016
	Marketing	The ISZL High School Profile including exams results will be sent to our external partners to promote the academic reputation of the school	October 2016	DCR	The new HS profile will be designed and printed in September A mailing will go to

	Fundraising and Relationship Building	Ongoing relationship building visits will be organised with all CPA agreement holders to update them and showcase the success of the school.	Nov 2016 – March 2017	DCR/SD	all corporate partners  Time has been allocated in the calendar and new promotional materials created
	Relationship Building	Meet with main relocation companies in Central Switzerland to promote the school as a center for educational excellence	Jan 2017 – April 2017	DCR/SD	Creation of a new School Profile to be completed Dec 2016
	Marketing & PR	Attendance at local “international” events to promote the school to a wider audience	2016/17	DCR/MCO	Attendance has been booked at both the Zug and Zurich Expat Expo and other opportunities are being sought
	Community Relations	Engaging with corporate community to support the ISZL Careers Fair.	March 2017	DCR/CRA	Invitations to be sent out in Autumn 2016.
	Community Spirit	Overhaul of Spirit Wear programme to promote community spirit and increase visual awareness of the ISZL brand	Dec 2016	DCR/CRA	Diversification of products. Develop new web based spirit wear shop