



ESHSP&C

Emerald State High School Parents & Citizens

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Strategic Plan

2020 - 2023

OUR MISSION

Emerald State High School Parents and Citizen's Association is committed to connect the school and wider community, so every student has success for today and into the future.

OUR VALUES

We value:

- **Collaboration** between parents, students and the school community
- **Community engagement** to raise the value of education for life
- A nurturing, **connected environment** that supports the growth of all students

OUR STAKEHOLDERS

- Students
- Parents / Caregivers
- School Staff
- Education Queensland
- P&C QLD
- Community Members

OUR STORY

ESHS P&C was established in 1969 when the school first opened on Old Hospital Road, separating from Emerald State School as the Secondary department to become a stand-alone State High School. The association was established as a non-for-profit volunteer parent body attached to the school and has since maintained a successful connection between parents, students and staff. The P&C have successfully operated various business activities to provide food, uniforms and resources to its school community.

In accordance with statutory requirements, Emerald State High School P&C works within its constitutional framework as determined by the QLD Department of Education and Training. As mandated by the constitution the ESHS P&C operates a voluntary committee with at least four elected Executive Members throughout the calendar year. The P&C recognises that the Principal is DET's representative and site manager for Emerald State High School. The P&C should provide guidance to the Principal and recognises it is not the ESHS P&C's role to dictate how the school must be run.

In consultation with the Principal, funds raised from our operations are directed on a needs basis, towards resources and programs which directly benefit all students.

COMMITTEE MODEL

Committee membership is open to all parents/caregivers of students enrolled at Emerald State High School. Membership is also strongly encouraged from the wider community. To ensure the effective operation of the P&C's core business the committee cannot operate with less than 4 executive members at any given time. Emerald State High School P&C also operate Working Groups when the needs arise.

To comply with the constitution, the P&C's executive team cannot comprise of more than 2 Education QLD staff who do not have students currently enrolled at Emerald State High School. All Executive members must obtain a current Working with Children Check to retain their executive position. All those who volunteer on a regular basis, who are not a parent/caregiver of an enrolled student must also obtain a Working with Children check.

BUSINESS OPERATIONS

INFORMATION	TUCKSHOP	UNIFORMS	LOCKERS
Operating Hours	Monday – Friday 8am – 2pm	Qkr ordering available	
Trading Terms	Cash, EFTPOS	Cash, EFTPOS, Qkr	Cash, EFTPOS, Invoice
Staff	1 Full time 2 Casuals Volunteers as required	Volunteers as required	Volunteers as required
Executive Point of Contact	Treasurer/President	Treasurer/President	Treasurer/President

WHAT WE DO

ESHS P&C facilitates a number of fundraising programs, events and business, that enable us to contribute funds directly back to the School to benefit the students.

We raise these funds via the following means:

Events	Objectives	Outcomes
Emerald Colour Run	Raise funds, provide community engagement.	Funds raised for P&C to contribute to our yearly budgeted items.
Emerald Oktoberfest		
Business Operations	Objectives	Outcomes
Tuckshop	Provision of affordable and healthy food options for staff and students.	Redirect any profits back into the operation of tuckshop and/or subsidize budget items.
Uniforms	Provide affordable uniforms to comply with the School's uniform policy.	Student's ability to comply with policy and to promote our school's image within the community.
Lockers	Provide a safe space for students to store heavy/valuable items during the school year.	Students ability to safely store personal school items.
Grant Submissions	To provide extra funding towards any needs-based projects	Subsidies P&C funding to the school.

COMMUNICATION AND MARKETING

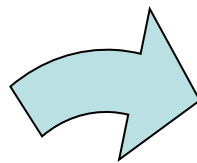
All communication and marketing managed by Emerald State High School P&C will be conducted using a multi-modal approach to ensure maximum reach. To guarantee inclusivity, a parent/wider community friendly language approach will be used regardless of the intended audience.

Action Area	Purpose	Method	Responsible Person
Facebook page – Emerald State High School	Instant and interactive communication between the P&C and the whole school community	Social Media	Admin approved by Principal
Monthly P&C Updates	To inform the school community of P&C matters regardless of meeting attendance	School eNewsletter	Secretary
Fundraising	Promotion of fundraising event details including funds raised	Social media School newsletter Text messages Parades Local news – print and radio	Executive committee, Marketing officer, Event working groups convenor
Volunteers	Fundraising events, tuckshop, working bees, committee members, meetings	Social media, school newsletter, parade,	Executive committee
PR & Marketing	To inform community of successes and encourage participation	Social media School newsletter Local News – print and radio Awards Night	Executive Committee Marketing Officer

OUR STRATEGIC PROCESS

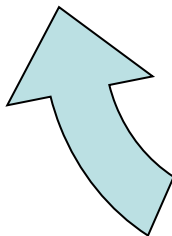
Strategic planning discussion:

- Decide on future direction
- Prioritize goals for the next two years



Develop operational plans:

- 24 month time span
- Measurable outcomes
- Establish costs



Stakeholder engagement and review:

- Key stakeholders are consulted on directions of Strategic Plan
- Stakeholders are consulted as plan is implemented



OUR STRATEGIC PRIORITIES

Our strategic planning process has identified four major priority areas for the association to action over 2020 - 2023 with annual reviews of specific goals to meet these priorities:

Priority area 1 – Student support (funding, bereavement support, resources)

Priority area 2 – Community Involvement (parent engagement, events, communication)

Priority area 3 – Services and Operations (tuckshop, uniforms, lockers, governance, memberships)

Priority area 4 – School development (grounds, environment)

Our strategic planning process included consultation with parents and students via online surveys as well as dedicated time within P&C meetings.

OUR THOUGHTS & IDEAS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
What are we good at?	What are we bad at?	What should we be working on?	What should we be worried about?
<ul style="list-style-type: none"> • Following policy • Solid committee • Streamlined meeting processes • Finance (paid position) • Distributing funds across school • Organising and informing members of things • Transparency • Regular meetings • Good notification of meetings • Communications • Getting grants • Supporting parents • Student / Parent Support • Supporting anyone who comes and asks for assistance • Grounds beautification • Running a fantastic tuckshop • ESHS Bites - growth • Having high expectations of appearance • Always thinking of ideas to make the school a better place, for everybody. • Great food at the AGM! • Positive change • Motivated • ID areas needing improving/modifying • Thinking outside the box • Getting the job done 	<ul style="list-style-type: none"> • I don't think we 'do' bad • Communication • Communication policy e.g. 1 place not 4 places for information • Some levels of communication • Attracting new members • Lack of volunteers • Reading policy • Governance of DOE Legislation • Buying things and not making sure it is protected and that it has been requested for funding from the school first ie. buy equipment that the school has funding for but it was easier to ask P&C if it then gets stolen • Budgeting • Resistance from internal ESHS representatives • Lack of funding • Need to lift (promote) parent expectations 	<ul style="list-style-type: none"> • Sharing the passion • General improvements of school appearance • School beautification • Grounds upgrade • Shade applications • Parent involvement in the school e.g. more inclusive • Volunteer register • Increasing numbers of have families be part of the school e.g. join committees, working bees, etc • Opportunities for students to participate in state activities • Fundraising that includes students • Increase little steps 	<ul style="list-style-type: none"> • Maintaining our enthusiastic crew • Not working with school admin/staff in harmony • Not being representative of school community • Burn out of some people doing everything • Enjoyment/sense of satisfaction may become jaded • Change of executive • Sustainability - bringing in more executive members • Increased accountability • New principal that does not support and work with P&C • P&C Committee and school having support for projects without resistance • No parent support • Everyone is scared of P&C • 'Perception of negating for P&C stuff' • Limited funding • Staffing changes • Lack of support/interest

OUR DREAMS (What would we love to have or be?)

SHADE/SEATING <ul style="list-style-type: none">• Good looking seating areas in undercover areas• Cover of seating for all students and more seating areas• Cafe style seating area for tuckshop• More seating• Shade / seat area between F&K block• More shade/weather proofing• Cafe area• More shaded sitting
GROUNDS <ul style="list-style-type: none">• Grounds work• Bore water• Better looking front of school (inviting)• Upgrade and change school front entrance, garden entrance and signage, etc• Beautiful gardens• Sprinkler system• New sprinkler system for gardens• Bins and rubbish in general (solar bins)
SPORTS FACILITIES <ul style="list-style-type: none">• Shade of basketball courts• Multi-courts resurfaced and covered• Upgrade all sporting facilities• 2 green ovals• Resurface the basketball courts• New gym
BUS/PARKING <ul style="list-style-type: none">• Beautification of bus zone• Protected weather bus shelter• Car parking• Better looking front of school (inviting)
WATER <ul style="list-style-type: none">• More water coolers• Water supply to students• Water taps for bottles
GENERAL <ul style="list-style-type: none">• Tuckshop upgrade• Extend tuckshop - industrial• Air-conditioning in the UCA• Big fans in UCA• Nicer toilets• Paint upgrade• Revamp all classrooms• More computers for students• More lockers for all students• Solar power• State of the art science labs• Uni tour for year 12 students• Harmony amongst students

If we had no money, what would you still want us to work on or towards?

- Fundraising
- Grant applications
- Keep qualified chef in tuckshop.
- Support tuckshop - Uniform supplies
- Better bells (nicer to the ears)
- Parent engagement in child's education
- Distribute funds to students across school
- Keep supporting the school to keep standards high for staffing and appearance
- Harmony amongst students