



Editorial

PAT LYNCH

YOUR BRAND IS YOUR PROMISE

Integrated Schools over the last few years have methodically built their brand within New Zealand, as schools of quality and excellence based on a set of characteristics we call special character. This has not been done without a great deal of hard work by principals, teachers, trustees and Proprietors.

“The most powerful and enduring brands are built from the heart – if people believe they share values with a company, they will stay loyal to the brand,” says Howard Schultz, Chairman and CEO of Starbucks. While some people may not like this commercial view to be associated with our schools, the truth of Schultz’s assertion does apply to Integrated Schools, whatever their particular special character.

A brand is an organisational promise, a mark of trust, and represents your school’s organisational DNA. As with any brand, growth of support is created by associative memory in the minds of existing customers and prospective customers (parents and students). This memory is only built up through promotion, which is frequent, consistent and anchored on basic messages.

In order to build loyalty with a community the brand needs to have these characteristics: reliability, dependability, predictability, consistency, authenticity and uniqueness.

The message needs to be clearly delivered, credible, and connected with the target audience emotionally, if it is to motivate and solidify loyalty.

It is a productive exercise to check out the nature of the brand your particular school stands for in your community.

A brand promise is supported by three principles:

- Identification of the promise (e.g ‘Developing men of vision in spirit, mind and body’ or ‘Graduating women that inspire’)
- Communicating what the promise is
- Delivering on the promise.

A focus on these three essentials is fundamental for ongoing effectiveness.

Featured in this issue:

- 1 Charitable Donations Tax Regulations
- 2 Payments above a School Principal’s Normal Salary
- 3 Network for Learning and Pond

Greetings

Nau mai, haere mai ki te whānau ākongā o Aotearoa.

We wish you well as winter begins to approach.

Some Interesting Statistics on Integrated Schools and their Proprietors

APIS (the Association of Proprietors of Integrated Schools) represents integrated school proprietors and their needs to the Ministry of Education and the Minister of Education. The New Zealand Catholic Education Office (NZCEO) is the secretariat for APIS. There are 27 proprietors of Catholic schools and 68 proprietors of other integrated schools in APIS. Only one proprietor of an integrated school does not belong to APIS. In July 2013 there were 238 Catholic integrated schools, with 65,595 students, and 93 other integrated schools, with 21,945 students.

Charitable Donations Tax Regulations

Boards of Trustees, parent associations and Proprietors are reminded of the regulations concerning charitable donations. Attendance dues are not a donation, and no tax rebate can be claimed on them. Donations to schools, parent teacher associations and Proprietors can qualify for a tax rebate. It is worth reminding parents of the 33% tax rebate whenever donations are sought. It might also be worthwhile to circulate again information about charitable donations through payroll giving.

Payments above a School Principal’s Normal Salary

Principals, Boards of Trustees and Proprietors are reminded that in November 2013 the Ministry of Education published Education Circular 2013/27 which replaces Circular 2011/02. It specifies the rules applying when a principal receives payment or benefits above the normal salary. Such payments require concurrence to be granted by the Secretary for Education, and applications are made to the Industrial Relations section of the Ministry of Education. NZSTA’s industrial relations advisors can provide guidance.

Tell Us about Your School’s Achievements

We can only congratulate your school if we know about any important achievements. We get most of our congratulations items through reading school newsletters, so please put us on your circulation list. Alternatively, let us know when there is a particular achievement you think is worth sharing. We basically report national level achievements, sporting, academic or other.

Youth Health Care in Secondary Schools Framework Launched

The Minister of Education and the Minister of Health launched this guide at the end of February. It is likely to be very useful to schools and their students.



Congratulations to:**Congratulations to Schools and Individuals****Otago, Southland Regions:**

John McGlashan College, Dunedin: Sam Guest, Kyu Kim, Yoshiaki Nishimura, Joshua Quon and Nick White were invited to attend a ceremony at Government House for the International Baccalaureate Top Scholars whose marks placed them in the top 6% of all IB diploma students worldwide. They received their certificates from the Governor General, His Excellency Lt Gen the Right Hon Sir Jerry Mateparae.

Columba College, Dunedin: Ailish Wallace-Buckland has been selected as one of New Zealand's ten Young Ambassadors to travel to France in July, for the World War I Commemoration Celebrations.

St Kevin's College, Oamaru: Isobel Ryan made it to the national finals of the Race Unity Speech Awards. The 2013 Cambridge English class attained a 100% pass rate in the Cambridge International Examinations.

Canterbury, South Canterbury and West Coast Regions:

St Bede's College, Christchurch: Liam Stretch has had his short story 'CBD' published in the Re-draft Mad Honey collection of short stories. Chris Starr and Tim Maguire attended Christchurch International Music Theatre Summer School founded by New York graduate Luke Di Somma.

Roncalli College, Timaru: Sam Auton and Fraser Pattie competed at the National Pipe Band Championships where their team was placed 1st overall in the fourth grade.

St Patrick's School, Kaiapoi: Saffron Brown was selected to attend a contemporary dance workshop and competition in Australia.

St Thomas of Canterbury College – Social Enterprise Hub: The school is a national finalist in the 2014 Prime Minister's Education Excellence Awards, in the category Excellence in Engaging – Atahāpara.

Kapiti Coast, Horowhenua, Wairarapa, Wellington, Nelson, Buller and Marlborough Regions:

St Teresa's School, Karori: As a result of the impression they made on Zealandia in an earlier visit, Room 8 children were invited to stay the night at Zealandia, to trial the centre's new overnight experience. They were taken on guided tours at dusk and later in the dark where they were able to touch gherkin slugs and hold stick insects that had come out to play. They heard kiwis calling and saw glow worms, frogs and wetas; a great experience was had by all.

St Benedict's School, Khandallah: Connor O'Styke was selected to be a mascot for the Wellington Phoenix Football Team.

Sacred Heart School, Thorndon: Faith Ward auditioned, along with 350 children, for the musical show 'Annie' and has been chosen to play one of the orphans in the show.

Garin College, Nelson: Junita Woperis was a national finalist in the Race Unity Speech Awards and Emily O'Connell reached the finals of the RSA Speech Competition. Holly Webster is a member of the New Zealand Highland Dancers and will travel to the United States and Scotland to compete.

Taranaki, Wanganui, Manawatu, Rangitikei and Hawkes Bay Regions:

St Joseph's Māori Girls' College, Taradale: In 2013 students exceeded the national NCEA pass rates, gaining 100% passes at Levels 1, 2 and 3, 100% passes at University Entrance, and exceeded the national Scholarship and Outstanding Scholarship rates. Endorsements for Excellence Level 1, Merit Level 2, and Excellence and Merit Level 3 exceeded the national averages. Ngapera Aperahama achieved top scholar in Te Reo Māori.

Thames Valley, Waikato, Bay of Plenty and Tairāwhiti Regions:

John Paul College, Rotorua: Fintan Conlon had a poem entitled 'Teenagers are an Alien Species' published in Write Off Line 2013. Hana Woolford has been chosen by the NZ Dance Company to perform with them while they are touring New Zealand.

St Patrick's Catholic School, Taupo: The school was featured in an article in the Education Gazette, which reported its work trialling lessons for a resource on safety in the home.

Northland and Auckland Regions:

Liston College, Henderson: Alphaeus Ang won the title of New Zealand Sudoku Champion at the New Zealand Festival of Mindsports, and he also placed 1st in Draughts, 2nd in Chess and 1st in Pentamind (overall winner over several mindsports).

St Pius X Catholic School, Glen Innes: The music group 'Tempo Style', Julia Ueese, Maxine Vaihu and Meleseine Puletau, won the New Zealand Music Commission song writing competition for their song 'Islands', in the Hook Line and Sing-A-Long competition. The song also won the Primary Division of the APRA Uke-Can-Do-It song writing contest at the Auckland Ukulele Festival at the end of 2013. Their song will now be part of the programme for 2014.

St Peter's College, Auckland: The school launched its relationship with the Confucius Institute, which will significantly increase students' progress in learning Mandarin and understanding the Chinese culture.



"It's important to learn math because someday you might accidentally buy a phone without a calculator"

More Universities to Offer Postgraduate Initial Teacher Education Programmes

In 2014 the Universities of Auckland, AUT, Canterbury, Massey and Victoria will join the University of Otago and the University of Waikato in offering postgraduate ITE programmes. The Minister of Education believes that postgraduate qualifications will improve the expertise of graduating teachers and strengthen their practice.

The Challenge

A new competition launched by the Education Minister will encourage schools to continue the legacy of the 28th (Māori) Battalion. Students (individuals or small groups who are Māori or of Māori descent, and who are in Years 7-13) can create a short film, musical composition, graphic novel or other presentation about the Battle of Monte Cassino. Entries close on 19th September 2014. Details are at www.minedu.govt.nz/NgārimuVCand28thMāoriBattalion.

Sleeping Beauty Tour

Carrousel Theatre is touring the North Island with their bilingual puppetry production *Sleeping Beauty*, in June. They will be in Auckland from June 10th – 13th and Wellington from June 16th – 20th, and regionally in between these dates. The production is suitable for junior, intermediate and senior levels as both the performance and second language content (i.e. French, German, Spanish) are adapted accordingly. It can also be presented entirely in English for arts and drama students. The show is 50 minutes long, plus 10 minutes of question time. Cost per student is \$6.90. See www.carrousel.com.au or email enquiries@carrousel.com.

Police School Portal Launched

Police have just launched their new School Portal, www.police.govt.nz/advice/personal-and-community-advice/school-portal which is a place where school staff and police can come to find out how they can best work together to achieve their respective educational and community safety goals. It contains a wealth of information including:

- Guidelines for how Police and schools can work together effectively
- Educational programmes, resources and learning activities that inspire students to take action and to be safe
- A place to publish stories about schools and Police working together
- Information that helps all members of the school community

Why Gross National Happiness Beats Gross National Product

In an article in the New Zealand Herald Dana Wensley reported that the United Nations is now using Bhutan as an example of an alternative way of viewing the world. Bhutan's Gross National Happiness Index "takes the view that sustainable development should take a holistic approach towards progress and give equal importance to non-economic aspects of well-being".

"I'm trapped by my body while others are trapped by their attitudes – which is the greater travesty?"

Comment by a sportsperson

Flying Kiwi Alert

Following a successful inaugural trip in 2013, Education New Zealand is setting up a 2014 short-stay programme for New Zealand students in Chilean schools this winter. The Flying Kiwis Scholarship Scheme will enable New Zealand students studying Spanish to spend approximately three weeks in Chile in mid to late June.

Student2Student Reading Programme Worth Looking At

The Smith Family, a charitable organisation in Australia, runs student2student, a programme which is based on research, and has proven results. Visit www.thesmithfamily.com.au to see how it works. Students who need to improve their reading are matched with peer buddies who help and encourage them. Each student and buddy receive an identical book pack. The reading buddy telephones the student two to three times a week for at least 20 minutes, over an 18 week period. The student reads to the buddy, who uses the skills learnt in their training to assist the student with their reading and offer encouragement and praise. The buddy keeps a simple record of each phone call and reports progress to a Volunteer Supervisor fortnightly. Pause, prompt, praise is part of the process.

Worth Reading

But Is It Fair? Neil Darragh, Accent Publications, 2014, a book about faith communities and Social Justice. Order at www.accentpublications.co.nz.

A Website Worth Visiting

www.christianresources.co.nz - a supplier of Christian resources since 1865.

A Reminder

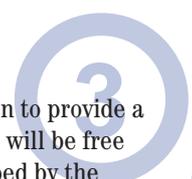
Caritas Aotearoa New Zealand has very helpful advice for schools on Mihi Whakatau - formal welcomes. It's well worth a look. The website address below will take you to the information. http://www.caritas.org.nz/sites/default/files/Appendice_Mihi%20Whakatau.pdf

A Thought To Ponder

Technology is the easy bit. Start talking about the hard questions. And as Augustus, the adopted son of Julius Caesar, said, "Hurry slowly."

Network for Learning and Pond

Network for Learning has received \$211 million to provide a managed network for schools and portal. This will be free to schools. The electronic Pond being developed by the Network for Learning is very exciting. It will provide access to educational materials across a range of sites, teachers will be able to add information or links they think are useful, and link with other teachers to share resources and ideas. Schools are encouraged to register and to begin to use it as soon as possible. Go to www.n4l.co.nz/pond/ to discover more.



Recent Publications from ERO for Boards, Principals and Parents

A reminder to Boards of Trustees and Principals that ERO continues to add to its free material for parents. Contact ERO for supplies of these pamphlets, to distribute to parents.

- Your child's education – learning opportunities in New Zealand. (New)
- From education to employment – questions to ask at school. (New)
- Effective Teaching – What's happening in my child's classroom?
- How is my child doing? Questions to ask at school
- School Trustees – helping you ask the right questions

A further reminder about ERO's January national report, 'Student Safety in Schools: Recruiting and Managing Staff'. Pages 35-38 have excellent recommendations to consider.

Tips for Getting Boys to Write

- Give them literature written by men, suited to their age.
- Model writing for students by writing alongside them.
- Encourage boys to write humour, comics and graphic novels, and provide assignments that capture their interest, including writing adventure stories.
- Incorporate writing across genres and across the curriculum.
- Provide assignments that encourage boys to tell their stories and proudly support their cultural identity.
- Provide scope to share their writing by using 'the author's chair', blogs, Facebook and web pages.

"The best way to find yourself is to lose yourself in the service of others."

Mahatma Gandhi

A Day Made Better for NZ's Most Exceptional Teachers

Extraordinary teachers of Year 1-8 students who go beyond the call of duty can be nominated for the 2014 OfficeMax A Day Made Better programme. Fifteen winners nationwide will each receive \$1000 worth of classroom supplies. Nominations close on 4th July. See www adaymadebetter.co.nz for information, and to nominate a teacher.

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