



Where do prospectuses fit in modern school marketing?

Most schools in the UK must have a website following Ofsted regulations, but has this meant that print and prospectuses are any less important? In a word, no.

Prospectuses and brochures can be handed out at school events and open days, and can give an instant impression of the school when a demonstration of the school website isn't available. Your website is still a really useful tool when marketing your school, but schools shouldn't neglect the power of a prospectus.



Different print styles available

There is more to a prospectus than just great content. Establishing what content needs to be included is just the first step – deciding what print style and finish is next. Below we've outlined the different finishes available, and what works best for your needs.



Gloss

Traditionally the most durable finish, gloss offers a style most suited to large print runs. Gloss also won't split down the spine, and can easily be wiped clean.



Matt Lamine

Looking for a more premium finish? Matt Lamine offers professional style, whilst also highlighting lighter colours.



Matt Lamine and Spot UV

Whilst utilising the premium appearance of Matt Lamine, Spot UV can be used to add gloss aspects to your prospectus. Best used sparingly, it can effectively draw attention to photography, or small sections of text.

How best to present your school in your new prospectus

On open days, a prospectus can offer a greater window in to life at your school, and something for prospective students to take away. Planning what content should be included, and the type of writing style, can help to illustrate life at your school, and what students and parents can expect from their time with you.

How best to present your school in your new prospectus



Photography

When it's done well, photography can really demonstrate how great your school is. Images of your students working, taking part in extra curricular activities, and their work are a great place to start. Including photographs of your school's grounds and facilities can showcase exactly what you have to offer, and what sets you apart.

However, this type of photography needs to look professional, otherwise it could have a detrimental affect on your admissions. Ever seen a grainy or pixelated image and felt it didn't look as professional? High quality imagery from an experienced photographer can even boost the design of your prospectus.

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Great content

Your prospectus is essentially one big advert for your school. Some points to consider are the type of writing style you want to adopt, and how much content is required. For example, will you include a letter from the headteacher or principal, or will your prospectus rely on a handful of glowing quotes from students and Ofsted inspectors? Going through multiple drafts of your prospectus content is common, as with any important document, and getting others to proof read prior to printing is ideal.

Some topics to cover are:



Your schools history

Are you a longstanding establishment with strong ties to the local community, or are you a brand new academy with bright hopes for the future?



Your ethos and values

What do you expect from your students and teachers? Outlining your successes and plans for the upcoming school year, with help from staff and students, is a good place to start.



Ofsted grading

This can be an important factor when choosing a school, so explaining your score to parents can help make their decision easy.

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Handouts

Some prospectus designs allow for additional handouts to be included. This lets you design a great prospectus, and update it throughout the year for 6th form inductions, or year 7 open days. These leaflets should still be shown the same amount of care as your main prospectus – a poorly photocopied leaflet for 6th form admissions could give off the wrong impression, for example. You could even provide a print version of your Ofsted inspection, too.

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Application forms

If your school requires admissions, including an application form within the prospectus can help encourage interest. If you want to save on paper admissions, you could employ a link to your school website, and host an application form online, shown here on [The BRIT School](#) website.