

# The School Reputation Assessor Overview

Full Details at: <http://5rspartnership.com/products/reputation-assessor/>

Evaluating, Building and Benchmarking School Reputation Internationally. A robust and unique assessment process.

**Dr Stephen Holmes PhD (School Marketing and Reputation)**

**Principal and Founder**

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# Reputation – What it Means...

***A reputation is a collective representation of past actions and results that describe the institutions ability to deliver valued outcomes to multiple stakeholders.***

***Your reputation is defined not by what you say about yourself (spin and promotion), but by the unsolicited opinions of respected third parties.***

***For schools...Reputation Management is strategic and proactive. It is about management of the perception of interest holders: students, parents, community, wider school community, etc. It should not be confused with public relations or marketing, which is tactical and reactive.***

# School Reputation – Why it Matters

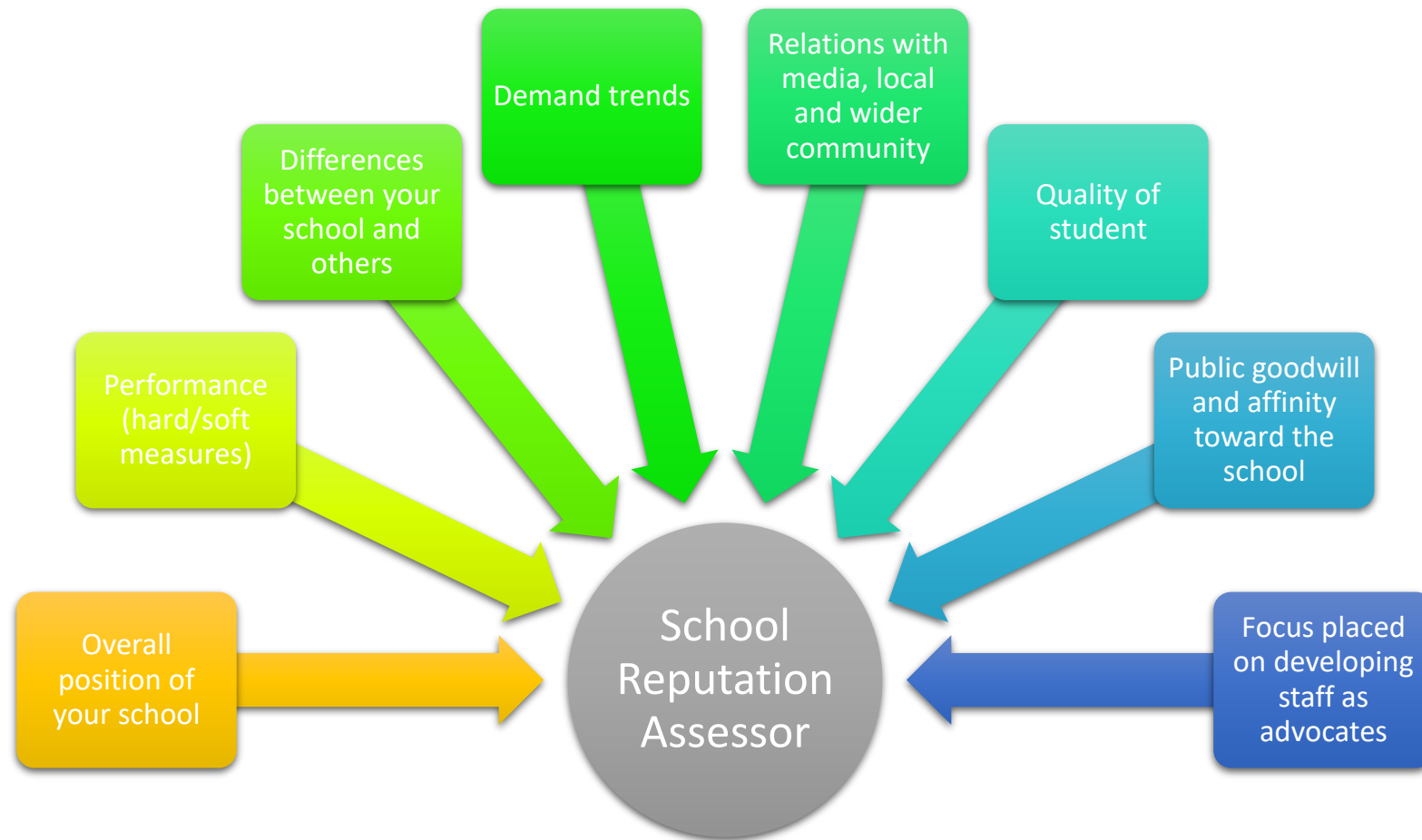
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- Parents increasingly evaluate schools based on their reputation.
- Reputation is a measure or metaphor for *intrinsic* (real) quality – its what parents most want insight into at this time.
- The reputation of a school constitutes its most valuable asset, yet it is rarely measured or managed, systematically or comprehensively.
- Nothing is more important NOW than understanding, managing and strengthening the reputation of your school.

# Ongoing Reputational Risks for Schools...Never Been Higher

- Parents/ students now more like ‘investors’.
- They seek valued differentiation and customisation – what is good for my child.
- Post-Corona – profound uncertainty for international schools – trust matters.
- Parent/ students expectations diverging – seek short term and life long benefits.
- Competitive market – unprecedented need for strategic, evidence led approaches.

# The School Reputation Assessor: Overview

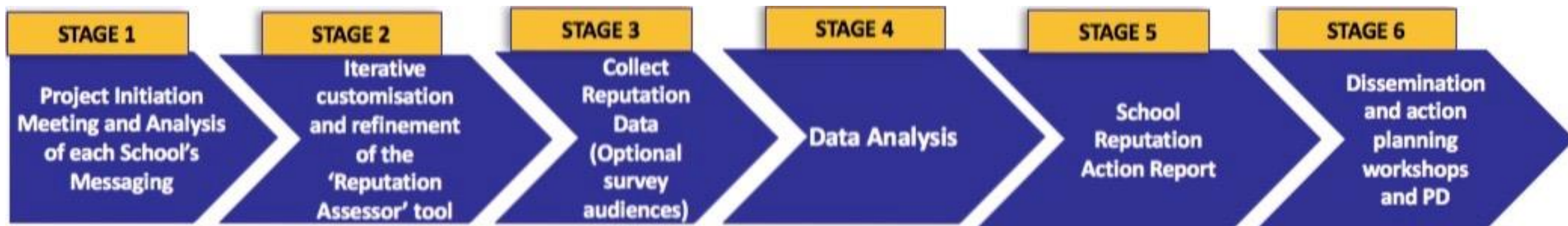


# The School Reputation Assessor: Clusters – What they Evaluate

**The School Reputation Assessor:** 8 clusters (each with multiple indicators):

1. Overall position of your school is clear (what people most say about you).
2. Performance is strongly evident (how much 'hard' and 'soft' evidence do you have to verify).
3. Clear differences between your school and others (valued difference that others can't replicate).
4. Positive demand trends – students, parents and staff (what suggests you might be desirable).
5. Relations with media, local and wider community (evidence of influential partners, service).
6. Quality of student (entry standards, student/graduate success, university/workplace success).
7. Public goodwill and affinity toward the school (where and by whom you are 'courted').
8. Focus placed on developing word of mouth among staff (building staff ownership and advocacy).

# Summary of Stages of Reputation Assessor Process



# Project Stages Explained

- **Stage 1: Analysis of Marketing Messages** – What is being communicated as strengths and reasons to choose your school (messages/espoused reputation);
- **Stage 2: Iterative customisation of the ‘Reputation Assessor’ tool** – for specific application to your school’s requirements (customised);
- **Stage 3: Collect Reputation Data: Optional survey audiences** – Management/Board, Staff, parents, students or past students (alumni) – any 3 researched via surveys online;
- **Stage 4: Data Analysis** – We compare reputation perception results and practices between audiences, across your school and with school benchmarking held data;
- **Stage 5: School Reputation Action Report** – Conclusions, deployment priorities and benchmarking to other schools who have completed **The Reputation Assessor** (**Request Sample Report:** [s.holmes@5rspartnership.com](mailto:s.holmes@5rspartnership.com));
- **Stage 6: Dissemination workshop** – Supporting dissemination and actioning of findings face to face school workshop or at distance.



# Stage 3 – How is Data to be Gathered?

- Each school issued *electronically* with secure link (for respondent confidentiality) with **The Reputation Assessor** in English (or translation if possible) for self-completion.
- We provide each school with explanatory email to be sent to those completing **The Reputation Assessor**:
  - School Board (fully sampled)
  - School executive/senior management level (fully sampled)
  - Staff – minimum 30% sampled for statistical reliability
  - Parents and/or students – minimum 30% sampled for statistical reliability.

Note: In addition to the Final Report for each School, all raw survey data is available at the end of the process.

# Benefits for your School

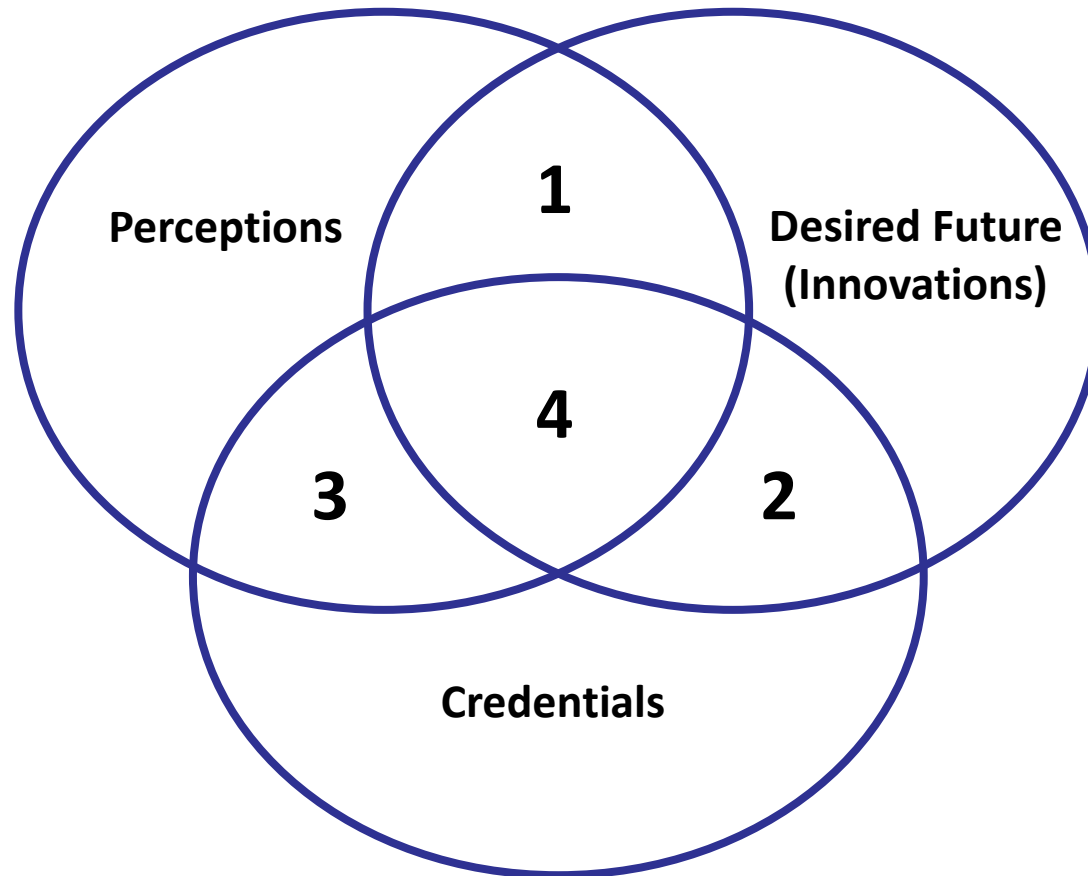
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- Approaches to build and sustain a first-class reputation.
- Techniques to stimulate and build word of mouth and referral.
- Strengthen both school and school system reputation and brands.
- Allow reputation for the first time to become a measurable KPI.
- Best practice metrics and benchmarks to focus on to improve reputation.
- A framework to drive management, strategy planning and marketing decisions.
- Benchmarking analysis (de-identified) of findings with other participating schools.

# Example Prior Benefits/Applications from Other Schools...

- Build a consistent, cogent and compelling identity – e.g. be known for a school wide pedagogy.
- Effectively measure and make planning decisions for strategic intent and position.
- Understand where and how reputation influences parent choices about their school.
- Understand how to address crisis issues, public conceptions and misconceptions.
- Key evidence for Heads for decisions and resource allocation in strategic planning.
- Schools doing more of what matters most – close gaps between rhetoric and reality.
- Inquiry, admissions conversion rates enhanced (reflecting more accurate and credible messaging).
- Student and staff retention and satisfaction against expectation rates (higher connectivity).
- More cost-effective and impactful marketing through alignment with actual school reputation.
- Specific applications e.g. help set appropriate fee levels, re-position the school for a new Head.
- Building performance by benchmarking against similar schools on the database.

# Action Framework: Reputation Building in Schools



1. Perceived + Desired = **Spin or lagged reputation**
2. Desired + Credentialed but not Perceived = **Reticent or under exposed reputation**
3. Perceived + Credentialed but not Desired = **Disconnected management or serious repositioning planned**
4. **A robust reputation!**

# Who does the work? Dr Stephen Holmes PhD (School Marketing)

- Stephen is the only full-time practising consultant with a PhD in the field of school marketing/reputation.
- Dr Holmes is world renowned and regarded as the most credentialed consultant/facilitator in school reputation.
- Stephen has consulted, researched, published and spoken globally with leading schools at the highest levels with an unmatched client base spanning three decades.
  - <http://5rspartnership.com/sample-projects/schools/>
  - <http://5rspartnership.com/client-testimonials/>
- Stephen has been commissioned on school reputation projects across Asia, Australia, the UK, Europe, India, the Middle East, South America, and New Zealand over the past 20 years.
- His professional education background in schools' spans teaching, senior administrator, Board member, and in universities as an executive director of marketing.

# What Others Say...

**Jane Larsson, Executive Director, Council of International Schools (CIS), Netherlands:**

*"I first met Dr Stephen Holmes several years ago and realized immediately how much of an impact he could make in the school communities we serve. His specialized knowledge and ability to present and explain and work with schools' reputation and its management in a clear way is already yielding results in both our school and university communities. For those schools that engage him around the world, he fulfills every objective they set for his work with their communities."*

**Matthew Parr, President – Japan Council of International Schools (JCIS), Head of School, Nagoya International School, Japan:**

*"Stephen supported our Japan Council of International Schools (JCIS) group of schools through The Reputation Assessor as we pondered the importance of nurturing and communicating our own reputation while set in the context of the JCIS 'brand' as a whole. I'd certainly be happy to talk about our work together to any regional association considering a similar enterprise."*

**Mr Ken Sell, Head of School, Aoba-Japan International School, Tokyo, Japan:**

*"Often it's hard to really know the reputation of a school by looking inside from the inside. Stephen Holmes and the team at The 5Rs Partnership have provided Aoba-Japan International School with a validated objective assessment of our reputation. Their assessment is valuable to us because it informs, affirms and confronts our thinking and planning."*

**Mr Brendan Pitman, Head of School, Wellesley College, Wellington, New Zealand:**

*"Working with Stephen and his team on the Reputation Assessor was a pleasure. The detailed reporting and way in which it was collated, presented and explained was a true insight of excellent proportions. It will help us understand our community's thinking and how we can orientate ourselves to align with our vision, mission and values. Thank you The 5Rs Partnership!"*

# Total Project Fees (All 6 Stages)

The cost for schools to undertake **The Reputation Assessor** is divided into 3 school sizes. The program represents an *extremely economical investment* given the breadth of the process, and the quality and importance of outputs. There is no comparable tool for schools to evaluate, develop and benchmark reputation.

	Sizing 1	Sizing 2	Sizing 3
School Size and Project Phases	Under 800 students	800 – 1000 students	Over 1000 students
Total Days	10 days	11 days	11.5 days
Total Cost	\$9,000 USD	\$10,000 USD	\$11,000 USD

## Further Details:

**Website:** <http://5rspartnership.com/products/reputation-assessor/>

**Email:** [s.holmes@5rspartnership.com](mailto:s.holmes@5rspartnership.com)

### **Sample Reputation Articles/Case Studies (by Dr Stephen Holmes PhD):**

How do you assess and benchmark your school's reputation? Ten trends observed:

<https://www.cois.org/about-cis/perspectives-blog/blog-post/~board/perspectives-blog/post/how-do-you-assess-and-benchmark-your-schools-reputation-ten-trends-observed>

School reputation – How to endure and build in unprecedented times:

<https://www.cois.org/about-cis/perspectives-blog/blog-post/~board/perspectives-blog/post/school-reputationhow-to-endure-and-build-in-unprecedented-times>



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