

MMG Edu - Outlook

A Publication of the MMG Education

Issue 1- Services Overview

MMG Education

MMG Education was established in 2005 to specifically focus on schools and all aspects of stakeholder engagement. MMG's client list includes over 150 schools across Australia, new Zealand and Asia.

Our Core Education Services

MMG Education assists institutions through the application of best practice methodologies, tailored to each schools' needs in the following areas:

- *School Parent, Staff & Student Satisfaction Reviews*
- *School stakeholder Tracking Reviews*
- *School Alumni Reviews*
- *Enrolment Processes Review*
- *School Strategic Planning Reviews*
- *Prospective Parents Reviews*
- *Co-curricular Reviews (Sport & Non Sport)*
- *Staff Welfare & Satisfaction Reviews*
- *School Marketing Effectiveness Reviews*
- *Executive Staff 360 Degree Performance Feedback*
- *School Benchmarking – Satisfaction & performance*

Our Vision

To be recognised as the leading service provider of school stakeholder engagement and performance improvement services, strategies, research and consulting.

Our Mission

To provide educational institutions with research informed information regarding their stakeholders' perceptions, views and expectations with meaningful insights which will assist them to optimise their value propositions, make effective performance improvement decisions and be viewed as schools of first choice.

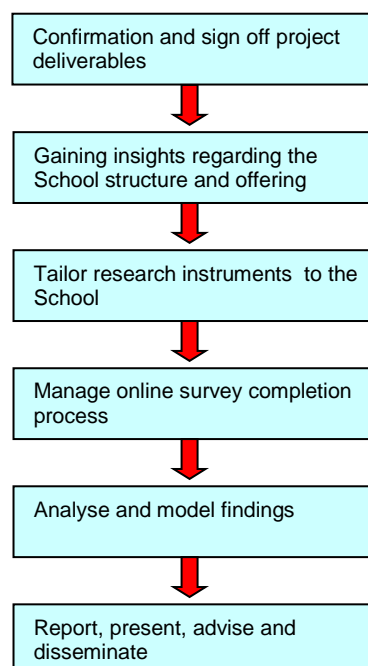
MMG will deliver these services in a collaborative and professional manner providing unsurpassed levels of service, responsiveness and advice in a confidential and cost effective way.

The MMG Education Team

- The MMG Education team have extensive experience in education with members having held senior administrative, teaching and school board responsibilities in major independent schools
- MMG maintains the largest school database to the best of its knowledge extending to over 300 school projects, 60,000 stakeholders and over 1300 aspects of the school's value proposition
- The MMG Education team has been extensively involved in assisting schools with:
 - Parent, staff, student, alumni and prospective parent views, satisfaction, needs, expectations and alignment of views and needs
 - Assisting schools with their strategic planning
 - School year specific and multiple year parent and student satisfaction
 - Demographic modelling to identify enrolment and development opportunities and market share
 - Optimising their enrolment processes into a tailored and proactive discipline meeting best practice standards

Our Methodology Framework

Our methodology is relatively simple. We tailor all our services and models to the specific needs of each school and work in a most collaborative manner. The following sets out in general terms the methodologies applied:



Overview of Key Services

MMG Education Services	Brief Overview of Services	Where/when these should be considered	Benefits to the Institution
1. School Stakeholder Satisfaction (Parent, Staff, Student) <ul style="list-style-type: none"> • Indepth whole of school • Year 12 experience • Year 7 Entry monitor • Year 6 Experience • Multiple Year parent & student tracking • Campus specific • Student welfare 	<p>The stakeholder satisfaction suite of services provides schools with a choice of methodologies and costs in identifying the satisfaction, needs and views of their key stakeholder groups i.e. Parents, Staff and students.</p> <p>The suite of satisfaction models developed by MMG Education ranges from an online basic model to advanced tailored methodologies covering campus, year group, KLA, sport, student care, co-curricular, performing arts, administration, communications and loyalty.</p> <p>The reviews provide deep insights into attitudes, expectations, satisfaction, and loyalty, as well as insights on emphasis of key elements within an institution.</p> <p>The services cover key year groups, multiple years or whole of school.</p>	<p>The online products meet school needs with regard to a cost effective, meaningful solution to school performance monitoring and annual school reporting requirements.</p> <p>The timing varies from whole of school reviews, which are typically conducted every 3 years (in line with strategic planning) to annual school performance monitors.</p>	<ul style="list-style-type: none"> • Guides staff as to where, what and with whom improvement is required • Provides deep insights into stakeholders views of the schools performance • Provides a monitor of the effectiveness of the schools operational and strategic planning processes • Demonstrates to parents of the institution's desire to listen, learn and act • Identifies perceived performance in all key areas • Allows remedial action
2. Strategic Planning Review	<p>The Strategic Planning review provides the school with a research based understanding on the current 'health' of the school, as well as exploring interest in strategic areas and hypotheses such as curriculum, globalisation, teaching and learning, technology.</p>	<p>The review is typically conducted 12 months prior to the launch of a new school strategic plan and as a monitor of strategic planning effectiveness mid -term.</p>	<ul style="list-style-type: none"> • Provides the 'health' position of the school • Provides strategic insights • Provides a 'base line' data position
3. Staff Welfare and Satisfaction Review	<p>Provides detailed views in relation to the satisfaction, views and expectations of staff. The review covers school specific feedback, as well as details of staff welfare, goal congruence, staff professional development, attitude and morale, leadership development etc.</p>	<p>This review is best conducted every 2-3 years.</p> <p>All staff (teaching and non-teaching) should be included.</p>	<ul style="list-style-type: none"> • Provides Heads with deep insights into the views of staff • Demonstrates to staff the school cares about their welfare
4. Staff 360 Degree Performance Feedback Review	<p>The MMG Staff 360 Degree Performance Feedback review provides the Head and individual staff executive with confidential feedback on his/her performance. Areas covered include communication, collaboration, role model behaviour, leadership, pursuit of continual improvement. The 360 degree involves each member of the executive staff, the Head and the individual staff member.</p>	<p>This review is typically conducted annually.</p> <p>Typically all executive staff and senior staff should be included.</p>	<ul style="list-style-type: none"> • Provides Heads with performance feedback on executive/senior staff • Provides individual staff members with confidential feedback
5. School Alumni Review	<p>The MMG Alumni review covers all key elements in relation to views of the school, plans with children, engagement processes, communication, comparisons to other schools, school strengths, weaknesses etc.</p>	<p>The review is specific for the school Alumni, in particular for schools with alumni who are < 25 years old. The review should be conducted every 3-4 years.</p>	<ul style="list-style-type: none"> • Provides insights as to the level of loyalty of the Alumni • Provides feedback on plans and effectiveness of engagement
6. Enrolment Processes Best Practice Review (Optional Prospective Parent Review)	<p>The MMG Enrolment review assesses the performance of the school's enrolment processes, protocols, resources and collateral from initial contact to commencement. Best practice benchmarking and 'mystery' school contact are key features of the review.</p>	<p>This review is best performed as a stand-alone exercise every 3 years. It is particularly valuable if changes are occurring in staff enrolment offices and/or where enrolments numbers are an issue.</p>	<ul style="list-style-type: none"> • Improves prospective student retention • Reduces attrition • Provides strong word of mouth to the community • Increases school of first choice standing
7. Marketing Review	<p>Provides the school with a marketing report comparing nominated other schools on such areas as enrolments, fees, financials, teacher ratios, capex, demographic and share of student.</p>	<p>The marketing review is preferably conducted annually.</p>	<ul style="list-style-type: none"> • Provides external data findings to assess the schools market position • Informs Heads and Board
8. School Governance Review	<p>The school governance review provides chairs of school boards with deep insights into the views of board members on strategic planning, structure, induction, risk and compliance.</p>	<p>The review should be conducted annually.</p> <p>All members of the board participate.</p>	<ul style="list-style-type: none"> • Provides Chair of Board with feedback • Allows areas to be discussed and addressed
9. School Benchmarking	<p>MMG benchmark schools on stakeholder satisfaction and school performance for such areas as academic, student welfare, leadership, co-curricular, facilities, communication, leadership and other key areas.</p>	<p>Typically schools should review these key metrics on an annual basis.</p>	<ul style="list-style-type: none"> • Allows your school to benchmark against other schools

Tony Pfeiffer, Director
MMG Education
tony.pfeiffer@mmgedu.com.au
Mobile – 0419 267 097

Nicholas Guyatt, Director
MMG Education
nicholas.guyatt@mmgedu.com.au
Mobile – 0418 628 932

Rob Pfeiffer, Director
MMG Education
rob.pfeiffer@mmgedu.com.au
Mobile – 0402 223 796

Website: www.mmgeducation.com.au

Office Phone (02) 9369 1449

L4, 360 Oxford St, Bondi Junction NSW