

# **MAKE SCHOOLS YOUR BUSINESS**

**The Campaign for Business Skills in Schools**

You don't have to be a politician or a teacher to do something about education.

**THE FACT IS SCHOOLS ARE LIKE BUSINESSES.**

Both need strong strategic management, sound financial practice and effective progress monitoring in order to be successful. All of which a skilled and effective governing body can provide.

## **MAKE SCHOOLS YOUR BUSINESS**

Our brand new 'Make Schools Your Business' campaign aims to increase the level of business skills on school governing bodies by encouraging more skilled professionals to volunteer for the role.



**PRESS  
TO PLAY**

**Video embargoed for 3rd November.  
Please do not share until this date.**

<http://www.youtube.com/watch?v=GH8u5eOFjIE&feature=youtu.be>



# GOVERNORS WITH BUSINESS SKILLS

## THE CAMPAIGN

At its centrepiece the campaign has an informative animation. The video interviews six school governor volunteers and explores how they have used and developed their skills in the role.

## THE AIM

The aim of the campaign is to inspire skilled professionals across England to volunteer for the role and encourage businesses to incorporate school governance in their CSR programmes.

## THE REASON

The campaign is important because schools need access to skilled volunteers from the world of business. These professionals can offer their expertise to the operations of a governing body.

# YOU CAN MAKE A DIFFERENCE.

SUPPORT THE CAMPAIGN

WWW.MAKESCHOOLSYOURBUSINESS.COM

## Share the Video

Support our campaign by sharing the video link with your staff and company contacts in an email, newsletter or e-bulletin. Alternatively you can embed the video on your intranet/website.

**Embed link:** `<iframe width="560" height="315" src="//www.youtube.com/embed/GH8u5eOFjIE" frameborder="0" allowfullscreen></iframe>`

## Spread the word

Get in touch with your social media team and organise a tweet or LinkedIn post on or after the **3rd November**. Suggested tweets and campaign hashtags can be found on the far right.

## Thunderclap

By coordinating a single message to be mass-shared at the same time, Thunderclap amplifies the campaign on social networks. [Click here to sign your company up.](#)

## Send an Email

Why not send an email to your school and/or governor database to generate new interest in the role? We can provide [bespoke e-posters and emails](#) for you!

## Join the conversation



Follow the campaign via our [Facebook](#), [Twitter](#) and [LinkedIn](#) pages. Don't forget to Like, Share or Retweet.

We'll be hosting live chats for interested volunteers and supporting businesses on our [@SchoolGovNet](#) Twitter account:

**For Volunteers: 5th / 19th November, 8-8.30pm**

**For Businesses: 12th / 26th November, 8-8.30pm.**

## Campaign Hashtag

**#MakeSchoolsYourBusiness**

## Suggested Tweets

Volunteer your skills to support local education! [#MakeSchoolsYourBusiness](#) [www.MakeSchoolsYourBusiness.com](#)

Schools need skilled governors. Find out more! [#MakeSchoolsYourBusiness](#) [www.MakeSchoolsYourBusiness](#)

Have you thought about becoming a school governor? [#MakeSchoolsYourBusiness](#) [www.MakeSchoolsYourBusiness.com](#)

# WHY IS THIS CAMPAIGN IMPORTANT?

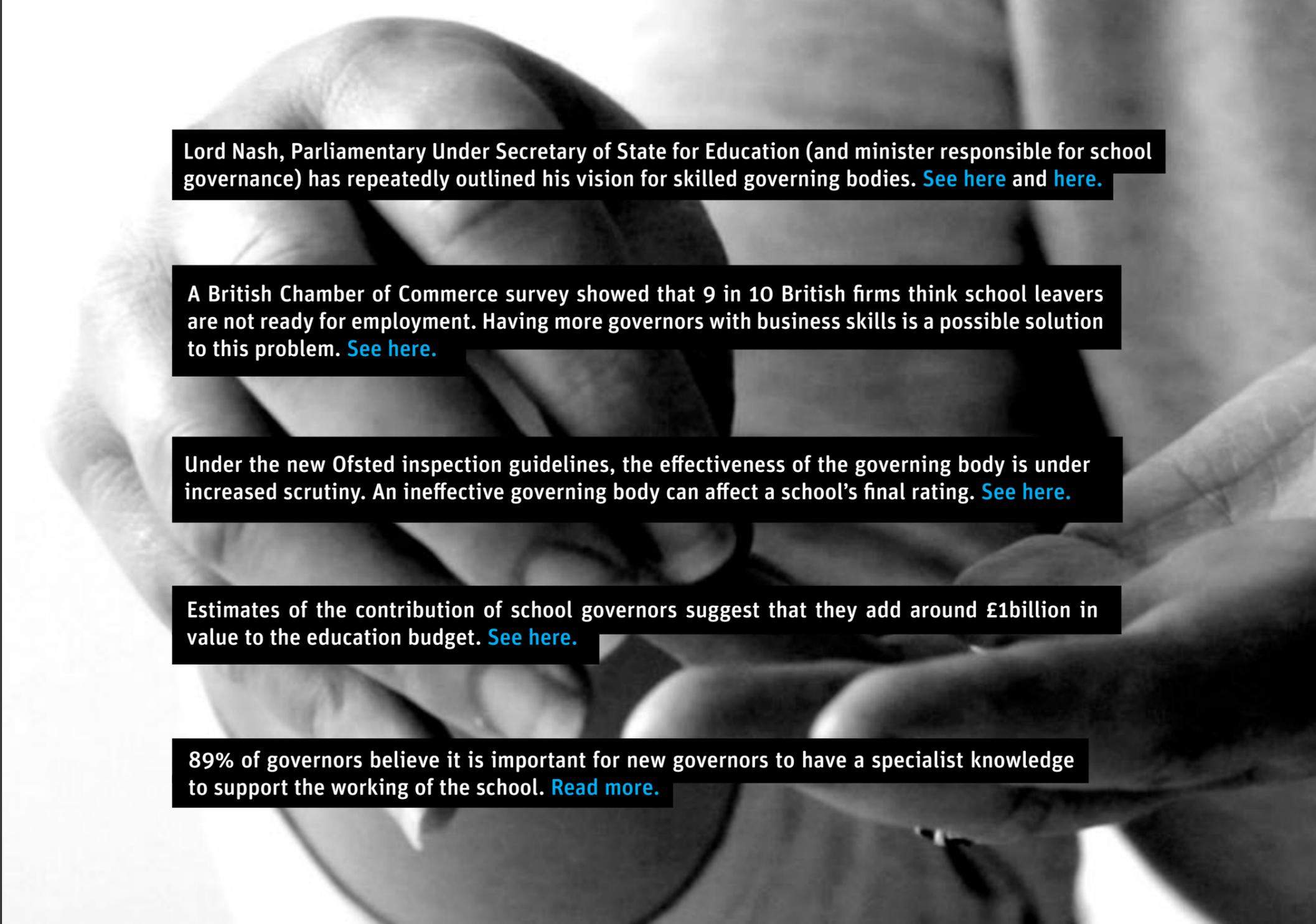
67% of schools registered with our charity this year have asked for a new governor with business-related skills.

Earlier this year the Department for Education called for school governors to be “more business-like”. [See here.](#)

School and college governors oversee an annual schools budget of over £46 billion. [See here.](#)

By September 1st 2015, all LA Maintained Schools (over 17,000) need to abide by new regulations which state “a key consideration in the appointment and election of all new governors should be the skills and experience the governing body needs to be effective.” [See here.](#)

Governors at an Academy or Free School are often Trustees of their school meaning the need for skilled volunteers is even more pertinent. [See here.](#)



Lord Nash, Parliamentary Under Secretary of State for Education (and minister responsible for school governance) has repeatedly outlined his vision for skilled governing bodies. [See here](#) and [here.](#)

A British Chamber of Commerce survey showed that 9 in 10 British firms think school leavers are not ready for employment. Having more governors with business skills is a possible solution to this problem. [See here.](#)

Under the new Ofsted inspection guidelines, the effectiveness of the governing body is under increased scrutiny. An ineffective governing body can affect a school's final rating. [See here.](#)

Estimates of the contribution of school governors suggest that they add around £1 billion in value to the education budget. [See here.](#)

89% of governors believe it is important for new governors to have a specialist knowledge to support the working of the school. [Read more.](#)

# About SGOSS

**SGOSS - Governors for Schools is a national education charity funded by the Department for Education and other trustees.**

**We provide a completely free service to schools which ensure they have access to skilled and committed school governors who can support their development.**

**Our vision is for every school in England to have a diverse and effective governing body driving school improvement.**

**Contact Jessica Wain at [Jessica.Wain@sgoss.org.uk](mailto:Jessica.Wain@sgoss.org.uk) or call 020 7288 9539 for any further enquiries**

**[WWW.SGOSS.ORG.UK](http://WWW.SGOSS.ORG.UK)  
#MakeSchoolsYourBusiness**

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