



Case Study

Customer:

Chellaston Junior School

Objective:

1. Although we give our parents the term/holiday dates in a variety of formats, we find that parents often ring us from work where they access to the information. We felt that the credit card style format would be ideal for parents to keep the dates handy in their purse/wallet, saving them time.
2. We also wanted to keep other people informed – peripatetic teachers, the school crossing patrol warden, regular visitors to the school – all our “extended community”



Action:

All pupils were given 3 cards which were included in their child’s annual report at the end of the summer term. This was the one letter home that we could rely on ALL parents receiving!

Staff and Governors were also given them.

New pupils are given the cards as part of their “welcome pack”.

Result:

Feedback from parents was extremely positive and many of them took the opportunity to thank us for this new initiative. Some parents even asked if they could purchase extra cards so they could give them to child minders and others who shared their child caring arrangements.

There have been far less phone calls regarding term dates and parents have started to ask if we’ll be doing the same thing again this year – which we will, of course!

Mrs M Slack

School Administration Officer

CHELLASTON JUNIOR SCHOOL																				
Maple Drive, Chellaston, Derby, DE73 6PZ																				
Tel: 01332 701460 Fax: 01332 691322																				
Email: admin@cjs.derby.sch.uk																				
September				October				November												
MTWTFSS	1	2	3	4	MTWTFSS	1	2	MTWTFSS	1	2	3	4	5	6						
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30	24	25	26	27	28	29	30	28	29	30						
December				January				February												
MTWTFSS	1	2	3	4	MTWTFSS	1	2	MTWTFSS	1	2	3	4	5							
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31	23	24	25	26	27	28	29	27	28						
March				April				May												
MTWTFSS	1	2	3	4	5	MTWTFSS	1	2	MTWTFSS	1	2	3	4	5	6					
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31	24	25	26	27	28	29	30	29	30	31						
June				July				August												
MTWTFSS	1	2	3	4	MTWTFSS	1	2	MTWTFSS	1	2	3	4	5	6						
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30	24	25	26	27	28	29	30	28	29	30	31					

PITSCARD™ www.pitscard.co.uk TERM DATES 2005-2006

Marketing Cards wish to thank Chellaston Junior School for their custom and support.

Marketing Cards for schools, 34 Leeds Road, Ilkley, West Yorkshire, LS29 8DS

T : 01943 603600 F : 01943 603666 E : schools@marketingcards.co.uk W : www.marketingcards.co.uk