

May 2011

Brumby Bulletin

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Special points of interest:

- Briefly highlight your point of interest here.
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Message from Dr. Clark

After over 17 years as Head Teacher I have decided to retire at the end of term. An advertisement will be placed both locally and nationally and interviews are planned for the last week in May. So in just a little while the successor will be named.

I believe I leave the school in a good state. We have an excellent team of teachers and support staff, who work tirelessly for the benefit of our pupils.

We have amongst the best building and resources in the country, with all work scheduled for completion by the time we re-open in September.

Examination results continue to improve. Last year our

percentage of pupils gaining 5+ A-C grades was well above the national average at 82%. The percentage of pupils gaining 5+ A-C grades, including English and Maths, rose again last year and I am hopeful it will exceed 40% this year. Our value added score has been in the top half of the country's scores for a number of years and we have been awarded five awards by the Specialist Schools and Academies Trust for our consistent examination performance.

During my time we have had four very successful OFSTED inspections, with the last one in November 2008 declaring that this was a "good" school and that



Caption describing

"Leadership and Management" were "outstanding."

I thank parents for their kind support over the years. It has been much appreciated.

Finally, I wish to pay tribute to our pupils. The vast majority of whom are very pleasant, decent, hard working young people. I wish them every success in the challenging years we face as a country. I will miss them!

Best Wishes

Dr. T. G. Clark

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

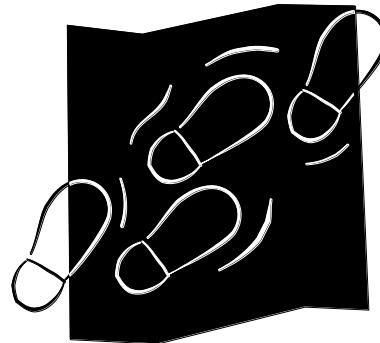
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety

of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment

upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message

you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose



Caption describing picture or graphic.

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Once you have chosen an image, place it close to the article. Be

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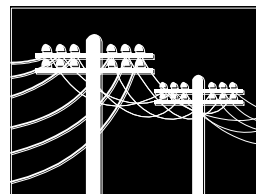
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This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

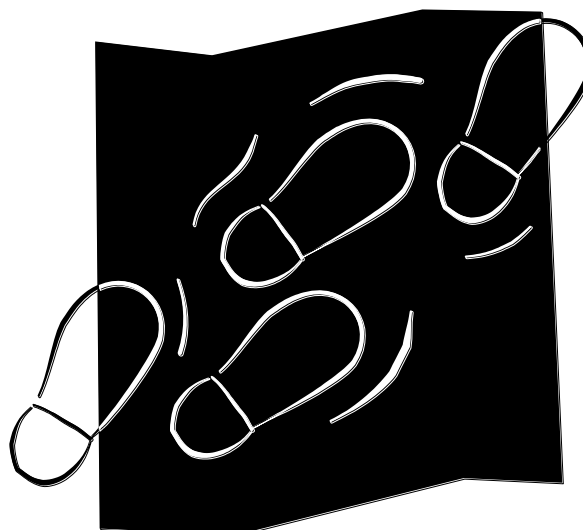
A listing of names and titles of managers in your organization is a good way to give your

newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.