

Mission Statement

The International School of Kraków is dedicated to excellence in the intellectual and personal development of tomorrow's world citizens.

The International School of Krakow Board of Trustees

Sub Committee Policy Manual

Marketing and Development Committee

The Marketing and Development Committee is a standing Committee and accountable to the Board of Trustees (BoT).

Membership

- The Marketing and Development Committee is open to all Parents and Teachers of ISK with a special knowledge or a proven record in the field of marketing.
- The Members of the Marketing and Development Committee work on a voluntary basis.
- The Chair of the Marketing and Development Committee must be a member of the Board of Trustees of ISK.

The Committee's Function for ISK

- The Marketing and Development Committee promotes and maintains the public awareness of ISK to the wider community.
- In doing so the Marketing and Development Committee supports and assists ISK Administration in marketing activities.
- The Marketing and Development Committee proposes general marketing activities and specific marketing campaigns to ISK Administration.
- The Marketing and Development Committee is in power to bring any marketing-related issues within ISK to the Board.

General Rules of Conduct

- The Committee respects all policies and procedures of the Board of Trustees and its affiliates: KFO (Krakow Fundacja Oswiatowa), KISA (Krakow International School Association)
- A Confidentiality Agreement must be signed by any person wishing to participate in a sub committee of the Board of Trustees

Guiding Principles - The International School of Krakow will provide -

• An academic program of high standards that promotes excellence • An atmosphere of care, support and mutual respect • A faculty of the highest quality • A strong co-curricular program • A focus on the skills for success in a changing multicultural environment • An emphasis on the whole child • A variety of opportunities for parent communication and involvement

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Processes and Procedures

- The Chair of the Marketing and Development Committee is announced by the Board.
- The Chair secures a good working relationship with ISK Administration.
- The Chair reports on a regular basis to the Board on marketing activities.
- The establishment and maintenance of appropriate work processes (agenda, minutes, # of meetings, reporting, communication, etc.) is the responsibility of the Committee's Chair.

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