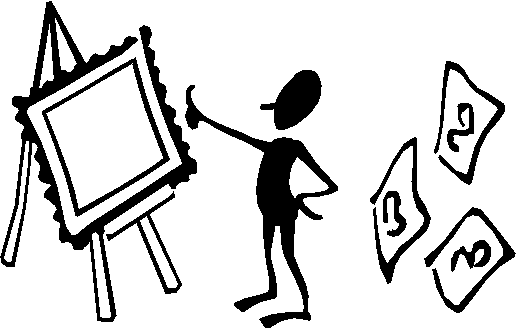
**Community**

**Enrichment**

**Programme**



**Let’s put you in the picture …**

**NEWSLETTER 8/2017**

The management and staff of Broadsides have decided to go ahead with the idea that was broached at our PTA meeting earlier in the year, namely, that we should open the school doors of learning to a wider community. The time is ripe: the unemployment rate in South Africa[[1]](#endnote-1) is at an all-time low, and people are desirous of adding another string to their bow.

Sharpening of skills – indeed RE-skilling – is the name of the game today. Fair enough, not every skill or talent is a marketable commodity, and some avenues of involvement can be ‘dead ends’ as far as financial reward is concerned ... BUT, who knows where an interest or an idea may lead? Facebook started off as an idea in one person’s head. That person had a fairly ordinary first name – Mark.

The purpose of this newsletter is to acquaint those within the school itself of the full impact of this initiative, and to pull together certain aspects of the planning and the advertising.

The Community Enrichment Programme will be discussed under the following headings:

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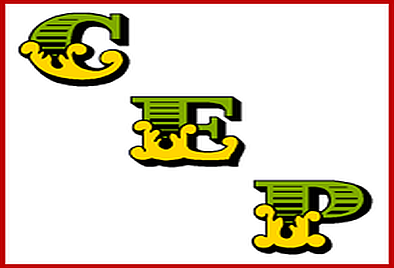
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**Courses Presented**

We received a large number of suggestions and requests for different types of courses. It was an arduous task to determine which of these represented something of a ‘whim’ on the part of a single person, or of small group of persons, and which could be regarded as representative of a more general interest (and therefore more feasible to present). It was necessary to consider carefully the content of each of the courses separately, and then assign each one to a general category.

Here are the CEP categories that have been identified:

* Business
* Hobbies
* Kitchen
* Lifestyle
* Miscellaneous
* Outdoors
* Sewing
* Technology

Further information on the courses and on these categories can be found in Appendix A.

# Resources & Facilities

Our most valuable resource is our staff, and the presenters who so graciously have been willing to accommodate us. The courses are scheduled to take place at times that can be inconvenient for, so a BIG thanks to these EXCEPTIONAL heros.

## Venues

Unless otherwise indicated, courses will take place on the school premises. Classrooms with the necessary facilities (e.g. interactive whiteboards for courses that require this) have been identified. In certain cases, the nature of the course dictates the venue – such as painting courses in the Art Room, and IT-related courses in the Computer Room. Some of the more popular courses will take place in larger venues, such as the school hall for the (over-subscribed!) Lifestyle courses. Adequate signposting will ensure that nobody gets ‘lost’.

Figure 1: Off to the Art Room!

## Times

All CEP courses take place either on weekday evenings, or on Saturday mornings. We acknowledge that the times selected may be incoonvenient for people with families and other commitments, but unfortunately there is no alternative. Some sacrifice has to be made!

### **Weekdays**

Most of the weekday sessions are two hours long (with suitable breaks), but there are exceptions. What we *have* tried to do is to ensure that all courses will all END at the same time each evening. So, for example, a two-hour session starting at 19:00 and a three-hour session starting at 18:00 will both end at 21:00.

### **Saturdays**

All the courses scheduled to take place on a Saturday, will start at 09:00 and will continue for as long as is required – and by mutual arrangement between the course members and the presenter concerned. As with the weekday sessions, security remains a concern, and we request that the school premises be vacated no later than 15:00.

# Course Costs

CEP course fees have purposely been kept low, to enable as many people as possible to attend. Bookings must be made through the Course Secretary. A special registration form has been designed, which all prospective members *must* complete in full. For an example of what amounts need to be filled in when you register, go to Table 1: .

## Discounts

**A discount of R50** has been allowed for senior course members (those 60 years or older on the day the course starts), provided such members provide us with a certified copy of their ID document/card. This applies only to courses that cost more than R350.

## Kits

For certain courses a ‘course kit’ has been provided. In some cases this kit is optional (e.g. stationary material for the course Bookkeeping for Beginners; in other cases it is essential (e.g. the dye and wax packs for the course Making Decorative Candles). And yes, there is a cost involved – but hopefully this will not be seen as excessive. Kit monies must be paid directly to the course presenter.

# General Information

Please take note of the following provisions, which are applicable to all course members. We do appreciate that people and their situations are different, and as far as possible we have tried to accommodate everyone. Your understanding is appreciated.

1. All CEP courses will be held on the premises of Broadsides High.
2. Payments must be made before the start of the course. **NB: No fees will be refunded if a member cancels a booking!**
3. Course members will attend the courses at their own risk.
4. The following forms of payment ONLY will be accepted:
5. EFT payment, made payable to BROADSIDES HIGH SCHOOL
6. In person at the school, during normal office hours (cash and credit card)
7. Direct deposit into the school’s bank account: please contact the Bursar for details.

# Advertising

A vigorous advertising campaign within the community is essential. If nobody knows about what we are offering, why should they bother to find out for themselves? Once the courses have become more established as a feature of Broadsides, ‘word of mouth’ will spread the word.

The best advertisers are of course the members of our own school community – those who have first-hand knowledge of the quality and the variety of the courses on offer – and the expertise of our presenters who are ready to welcome their first batch of students.

**Newspapers and Magazines**

A full-colour advertisement has already been placed in the local newspaper, together with a copy of the Registration Form which may be cut out, filled in, and mailed to us. A list of all the courses is provided, with details of places, times, contact details, etc. A QR Code will link interested members directly to the school’s website. What could be easier?**Radio**

The quickest means to advertise – and maybe the most effective as well. Radio Rise-n-Shine will broadcast the message throughout the day.

## Course Prospectus

It has been decided to produce a small A5-size booklet, or prospectus, in which the objectives of each course are set forth, and essential information for prospective course-goers is provided. The prospectus will be made available free of charge, and copies will be distributed to libraries, bookshops, community centres, etc.

Here is an example of what the prospectus will look like (the information is taken at random):

**Oil Painting**

Course fee: R240

Kit price: R185

Start date: Monday 9 October 2017

Sessions: 3

Presenter: Ashleigh Singh

N

o need to be a Da Vinci or a Rubens to make capital on this course! All you need is lots of enthusiasm and a belief in your abilities. We’ll start off with some easy brush techniques, then move on to some palette knife work. So whether you’re a complete novice, or have a little experience with oils, rest assured that you will love this course! (*Please note:* the purchase of a course kit is optional – provided that you can supply your own canvas and basic set of brushes and oils.)

# Conclusion

The school is committed to learning and education, both for the learners entrusted to its care and for the wider community. There are tangible benefits to be reaped, not only by the course members themselves, but also by CEP presenters and by the organizers.

As with everything in life, the more you put *into* something, the more you will get *out* of it. The same applies to the learning of a new set of skills – irrespective of the subject. As Annette Human expresses it in the Foreword to her book on cooking: *“... take note and weigh and measure everything carefully ... the result will justify the trouble you take.”*

# Bibliography

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Human, A., 1994. *All-Colour Cookbook.* 1st ed. Cape Town: Struik Publishers.

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# Appendix A: Courses per category

**Course Name Category**

Bookkeeping for Beginners Business

Introduction to Accounting Business

Start a Business! Business

Successful Interviews and CVs Business

Building Model Aeroplanes Hobbies

Decorative Cards for All Occasions Hobbies

Fool proof Photography Hobbies

Making Decorative Candles Hobbies

Oil Painting Hobbies

Origami – from East to West Hobbies

Water-painting for Budding Artists Hobbies

Cake Icing Techniques Kitchen

Catering for the Sweet Tooth Kitchen

Crumpets and Flapjacks Kitchen

Easy Meals for 2 Kitchen

Beating Stress Lifestyle

Beauty – More than Skin Deep Lifestyle

Dealing with Difficulties Lifestyle

Dieting, One Step at a Time Lifestyle

Exercises for tip-top health Lifestyle

Retirement Decisions and Options Lifestyle

First Aid Level 1 Miscellaneous

First Aid Level 1 Miscellaneous

Home Brewing for Beginners Miscellaneous

Project Management with MS Project Miscellaneous

Sound and Video Basics Miscellaneous

Study Skills for Students Miscellaneous

Bricklaying for Beginners Outdoors

Dog Training and Grooming for Beginners Outdoors

Handyman Tips and Tricks Outdoors

Harvesting Your Own Rain Water Outdoors

Landscaping – Beginners and Intermediate Outdoors

Spring Flowers Outdoors

Beginners can Crochet too! Sewing

Getting the Basics Right Sewing

Quilting for Beginners Sewing

Creating WOW-Factor Presentations Technology

Excel - The Next Step Technology

HTML5 for Beginners Technology

Interactive Whiteboards Demystified Technology

Managing Information Overload Technology

# Appendix B: Registration form

***IMPORTANT:*** *Please note that this is an example only.*

*The top part (biographical details) should be self-explanatory.*

*Note how the selection of courses has been completed.*

*A maximum of THREE courses is allowed.*

Broadsides High School

Community Enrichment Program

First Name:

Surname:

Date of Birth:

Cell Phone:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Male |  |  | Female |  |  | *Please mark with ‘X’* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Courses selected** | Catering for the Sweet Tooth | Course Fee | 385 |
| Kit Fee (if applicable) | 95 |
| Successful Interviews and CVs |  | 345 |
|  | 0 |
| Sound and Video Basics | Course Fee | 325 |
| Kit fee (if applicable) | 65 |
| **Total Enclosed:** | | | **1215** |

Table : Example of Courses Selected

1. 27.7% in the first quarter of 2017 [↑](#endnote-ref-1)