

# schoolzone *newsletter*

educational intelligence

## message from the editor..

### Work with Schoolzone; beat the credit crunch...

With the rising cost of living, the housing market slumping steadily, and redundancies starting to undermine our sense of job security, it's hard not to feel gloomy about the short-term future. Although those working in education are to some extent protected from the ups and downs of the economy, at Schoolzone we've definitely noticed that the end of eLCs is being felt by publishers and suppliers of educational resources, and this is having an impact on the development of new products.

When sales go down, education resource providers need to make savings, and this often means cutting back on research and consultation with you, their end-user. We've been giving some thought to how we can ensure that education resource producers continue to work with teachers as part of their production process: Schoolzone has always played a vital role as an interface between educators and publishers, and the challenge is to continue doing this as efficiently as possible. We want to make it even easier than before for those in industry to work with our teacher community, and so we're shortly going to be launching three new services:

1. "Find a teacher!" in which we will act on behalf of publishers to find teachers who are interested in working directly with them on developing new products and services - and who will get paid for their expertise;

2. "Ask a question", which allows publishers to approach our research panels with education-related questions. Again, all those who submit valid responses will be paid for their input;

3. "Pupil voice". Increasingly, those who produce products or resources for schools are interested in knowing what pupils think, and so we're going to be asking teachers to forward surveys to their class, in return for £1 for each pupil response.

Already, thousands of teachers across the UK have worked with Schoolzone by acting as research participants, consultants and reviewers. Most enjoy using their educational knowledge and skills constructively and creatively, to ensure that the resources that are being produced for use in schools genuinely reflect the needs of teachers (and of course, there's the added benefit of receiving payment for all the work that they do.)

In order to be eligible to take part in any of these new services, please log onto [www.schoolzone.co.uk/profile/login.asp](http://www.schoolzone.co.uk/profile/login.asp) and check that the details you've provided are up-to-date.

Last month we invited our users to take part in a survey which took a look at our evaluations service; many thanks to all of you who responded to this. We're busy analysing the results, and will report on this in next month's editorial. Thanks, too, to those of you who have registered your interest in taking part in our 'teacher satisfaction' tool. If you are interested, but haven't yet got round to getting in touch, we're still recruiting for this project.

Please email me at [Melissa@schoolzone.co.uk](mailto:Melissa@schoolzone.co.uk) if you'd like to know more. Enjoy the rest of our Newsletter, and do keep logging onto [www.schoolzone.co.uk](http://www.schoolzone.co.uk) to keep up with our latest news and developments.

### Don't forget ... to have your say

Last month we asked our website users the following question...



**I agree that, overall, teaching is a great job?**

Of the respondents, **87** voted YES and **59** said NO.

This month we ask:

**Do you feel there should be more male teachers?**

Please go to our News pages at <http://www.schoolzone.co.uk/community/news.asp?Action=search> to cast your vote or email your comments to the

Editor: [melissa@schoolzone.co.uk](mailto:melissa@schoolzone.co.uk).

Each month the Schoolzone website brings you details of events of interest to the education community: [www.schoolzone.co.uk/eventsandtraining/index.asp](http://www.schoolzone.co.uk/eventsandtraining/index.asp)

For example:

Read Write Inc. National Conference

Date: 16 October 2008

Time: 09:30 - 16:00

Read Write Inc., the proven synthetic phonics programme from Oxford Primary, invites you to its National Conference on 16th October 2008. This full day conference offers training and a selection of informative and varied talks by a range of experts in the field of primary literacy. More details are available here: <http://www.schoolzone.co.uk/eventsandtraining/events/moredetails.asp?id=10524>

Email: [catons@oup.co.uk](mailto:catons@oup.co.uk)

Telephone: 01865 353283

Further details on the website.

## Jobs & opportunities

**Advertise all your teaching vacancies on the UK's busiest education site for just £40 (+VAT) per year!**

£40 per year for everything?

Yes, everything - no hidden charges; nothing extra to pay (except VAT, which you can probably claim back). This includes links to your own application processes (whether online or not), so you don't even have to do anything differently and there are no additional hidden costs either.

**Why so cheap?**

Schoolzone has provided free information to schools since 1996, but this service is slightly more expensive to run: we charge an annual admin fee to look after the service for you, but our aim is to save schools as much money as we can.

**Is it worth it?**

Obviously that's for you to decide, but if you advertise say three jobs a year you'll save between £600 and £2000 on advertising. Alternatively, you can stick to your existing service and have the Schoolzone listings alongside for £40 a year.

Register your school now for instant access: <http://www.schoolzone.allteachingjobs.co.uk/index.php?p=subscribers&aID=SZ>

**There seem to be fewer jobs than in the TES...?**

This is perhaps because our service is only for jobs for teachers (though not all in teaching - some are jobs in LAs, publishers etc) and not all kinds of education job. Plus, the Schoolzone service only launched in April 2008 and it will take a little while to build up numbers.

**What other job finding services are on offer?**

You can register for daily job alerts matching your criteria or subscribe to an RSS feed to see the latest jobs in your web browser or feed reader. You can, in many cases, apply for jobs online - directly to the school or local authority.



**Why should I use it?**

Advantages to you directly are that the service lists jobs you won't necessarily find in the TES (etc) because it is considerably cheaper to list them here. Your school also benefits from you using this service, because the more it is used the better it gets and so schools will eventually be able to move to using this service and save thousands of pounds a year on recruitment advertising.

Search for jobs: <http://www.schoolzone.allteachingjobs.co.uk>

**How teaching job sites compare?**

Schoolzone is the busiest education site in real terms. There are more unique visitors per month to Schoolzone than any rival teaching jobs site. See the following data from April 2008 (click on titles for source information):

Guardian: 700,000 unique users a month for all jobs (not just teaching) - cost £700 per ad. 1000 readers (not just teachers) per £.

TES online : 572,000 unique users (period not specified) - from £200 per ad (primary teachers). 2860 readers per £.

Eteach: over 240,000 unique visitors per month - £250 per ad or £650 per annum. 1000 readers per £.

Schoolzone: 700,000 average unique users per month - £40 (+VAT) per annum. That's 17,500 readers per £ even if you only advertise once per year. Six times better value than the cheapest alternative.

**Featured primary jobs currently over 800 listed...**

Deputy Headteacher  
Carmarthen  
Salary: L7-11 £41,585 - £45,888

[http://www.schoolzone.allteachingjobs.co.uk/index.php?p=teaching\\_job&jid=101580](http://www.schoolzone.allteachingjobs.co.uk/index.php?p=teaching_job&jid=101580)

Classroom Teacher, Year 3  
Colchester  
Mainscale Pt M1 - M6

[http://www.schoolzone.allteachingjobs.co.uk/index.php?p=teaching\\_job&jid=101773](http://www.schoolzone.allteachingjobs.co.uk/index.php?p=teaching_job&jid=101773)



**AllTeachingJobs.co.uk**



**Trial our new self-evaluation tool and receive free feedback on staff satisfaction and CPD needs in your school**

Schoolzone, in conjunction with the University of Gloucestershire, is currently developing a series of tools that will enable schools to monitor levels of staff satisfaction, measure the impact of CPD on staff performance, and provide data to inform your Self Evaluation Framework (SEF). The data will be analysed instantly, giving you immediate feedback benchmarked against other, similar schools.

We're looking for primary and secondary head teachers who are interested in working with us, assisting in its development. In return, you will receive a period of free access to this tool.

The project runs from mid-October to the end of December. If you are interested please complete the short eligibility form below.

<http://www.schoolzone.co.uk/surveys/2008/EligibilitySEF/>

# www.schoolzone.co.uk