



2010 GCSE RESULTS DAY

Schools will want to make the most of the opportunity 2010 GCSE results day brings. Parents, prospective parents and the local community will be watching with interest so it's an important time to send out positive messages - in the local media, letters home, newsletters and the school website.

If your results are good – shout about it – it's even more powerful when put into context

- 'xx% of (school name) students achieve 5+ A*-C grades including English & Maths'
- 'Best ever results for (school name)'
- 'Students at (school name) celebrate excellent results'
- '2010 results put (school name) in top xx% of schools nationally'

'Best ever results' can also be a great way of showing improvement.

If your results are improving – this is an excellent time to demonstrate all the hard work is paying off

- 'Best ever results for (school name)'
- '(school name) results improve for xx year in a row'
- 'a xx percentage point improvement this year in the 5+ A*-C grades for students at (school name)'

Consider using a graph if your results show steady improvement over a number of years.

If your results are less positive, you may have some individual success stories

- 'xx students at (school name) achieved xx or more A* grades at GCSE'
- '(school name) student achieved one of the highest scores (to be specified) for GCSE (add subject) in the country'

Also consider any students who are taking exams early or particular success in your specialist areas.

Be positive whatever your results, consider publishing other positive statements

- Publish a good news story about students collecting their results and celebrating their individual successes.
- Add a comment from the school perhaps congratulating students, staff and parents on their hard work and achievements.
- '(School name) is in the top xx% of schools nationally with a Contextual Value Added score of xx. This measures progress between Key Stage 2 and Key Stage 4 for students who took their exams in 2010.'

Consider publishing a photograph of students opening their results and looking happy!

Some of these comments can only be used when the Department for Education publishes the GCSE data enabling schools to put their results into national context and assess their progress measures.

Please contact Grebott Donnelly Associates if you need any further information or assistance on the publication of your 2010 GCSE results.