

# Voices of the profession: School principals

## Purpose

Peak principal associations and AITSL have discussed the need for senior, experienced principals to lead raising the status of the profession. In partnership, AITSL is creating a campaign to esteem the school principal profession. In the TALIS 2018 Australia Report, “98% of school leaders report that...they are satisfied with their job”. ([Source](#))

AITSL wants to work with principals to showcase and share their stories about why they love their job as an education leader, which will contribute to improving the status of the profession.

## Content requirements

Principal associations have identified high credibility school leaders to volunteer to work with AITSL to:

- (a) write answers to the questions below (approximately 600 words) **or** film yourself answering some questions about your role (approximately 2 mins) **and**
- (b) provide a short bio (if they you have one)
- (c) email a headshot, and
- (d) provide permission for AITSL to use the materials provided.

Content to be submitted over the next couple of weeks as your schedule allows.

AITSL will use this content in promotions on various communications channels, including our website, social media (E.G LinkedIn, Facebook and Twitter) and AITSL Mail.

## Permission requirements

We ask participating principals to sign and return the accompanying release form. Once this is signed, please email it back to the [AITSL contact](#) along with the other materials.

## Principal questions

Please use the below questions as prompts for your content, you do not have to address them all.

The written responses and video content may be edited by AITSL. If that occurs we will provide time for your review and seek approval of the final version.

## Questions

- What inspired you to become a principal and what was your journey to get there?
- What aspect of being a leader do you find most rewarding?
- What’s worked for you in leading improvement in your context?

- What are some of the ways you inspire a positive learning culture within your school?
- What opportunities do you see to enhance the quality of teaching and learning?
- Do you have advice for others who are on the path to become a principal?

## Video recording specifications and best practices

We have provided some brief guidelines below to help you along the way.

### Video specifications

**Device:** Phone recording is fine. If you have professional equipment, feel free to use it.

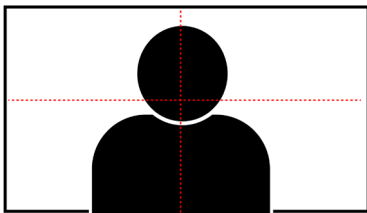
**Length:** Aim for around 2 minutes.

**Orientation:** Horizontal/landscape

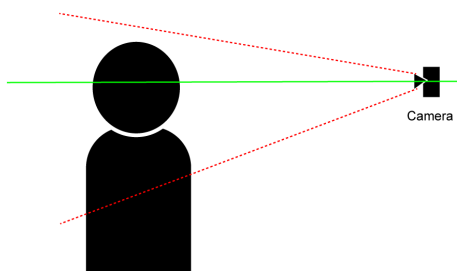
### Video best practices

#### Filming preparation

- Use the camera on the back of your phone. The front camera's quality is not as good on most phones.
- Switch devices to aeroplane mode.
- Ensure the camera (laptop/phone) is sturdy and will not shake/move if you bump the surface it's on.
- Roughly aim to be situated in the upper half of the frame.



- Ensure the camera angle is parallel with your face. This is a more natural angle of engagement and prevents the viewer looking up your nose. Standing often produces good posture. Tape the phone/video recording device to a ladder or use a tripod if you have one.



- Make sure there is **plenty of light**. The source should be in front of you but out of the camera view. Experiment with multiple lamps.
- Choose a location with a simple background. This helps focus the view on what you are saying rather than a bookshelf, or art on the wall.
- Try to avoid interviews near noisy items like air conditioners, or kitchens.
- Due to intellectual property laws, try to avoid taking footage that includes any overt branding, e.g. Apple/HP logos, branded clothing.
- Practice what you will say to help get used to speaking about the subject. Think of examples that could be drawn on during your interview to ensure you capture all the relevant information in a concise way.
- Record a test and watch back for composition, sound, light.

### During filming

- Speak clearly and confidently; it's okay to include gestures and movement, as this looks natural. However, try to keep any movements small and infrequent.
- Look directly into the camera, imagine you're speaking to an audience behind it.
- The footage can be edited, so if you hesitate or stumble during any of your answers, stop, take a breath and then start again. The pause will allow for a smooth edit to be made.
- You don't have to get it right first time. If you don't think you said all you wanted or answered cohesively, you can try again!
- Avoid general time statements like 'Last year...' Rather, be specific: 'In 2022...'

### Video submission

Video or image files are often too big to send over email, so we will need to use another option. The AITSL Communications team are happy to talk you through this process once you've filmed your video and are ready to share it.

#### Option 1: send a video using WeTransfer

**Step 1:** move the video file to your computer from your phone. If you don't know how to do this already, visit instructions for [Android devices here](#) and [Apple devices here](#).

**Step 2:** visit [WeTransfer.com](#) and agree to the terms of service. Click on the blue icon to upload your file and select it from where you saved it in step 1.



Email to: [communications@aitsl.edu.au](mailto:communications@aitsl.edu.au)

Your email: [your email address]

Title: [your name!]

Then click 'Transfer'.

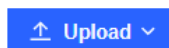
## Option 2: use Dropbox

Dropbox works similarly to WeTransfer, but will require you to sign up for an account (you can do this for free).

**Step 1:** move the video file to your computer from your phone. If you don't know how to do this already, visit instructions for [Android devices here](#) and [Apple devices here](#).

**Step 2:** To sign up to Dropbox, visit <https://www.dropbox.com/register/>

**Step 3:** Click the 'Upload button' and select it from where you saved it in step 1.



**Step 4:** copy the link and paste into an email to [communications@aitsl.edu.au](mailto:communications@aitsl.edu.au)

## Photography specifications and best practices

### Photography specifications

**Device:** Phone photography is fine. If you have professional equipment, please feel free to use it.

**Orientation:** Horizontal

**Submission:** Send via email attachment

### Photography best practices

1. Clean your camera lens, especially if you're using a phone.
2. Check your lighting.
3. Use the rule of thirds - a composition guideline that places your subject in the left or right third of an image, leaving the other two thirds more open.
4. Take photos horizontally not vertically.
5. Don't zoom.
6. Tap on your subject or use the portrait mode of iPhone.
7. Shoot from different angles.
8. Use a simple but creative background.
9. Take candid shots
10. More detail on the above can be found here: [LINK](#)

Great example image of Luke Donnelly, Principal of St Thomas More's Primary School. Note that if you are including children or other staff in your photo, AITSL will need the parents' permission (if children present) or Principal's permission for teachers – please contact the Comms Team to discuss.



## Most importantly...

Relax, speak from the heart, and enjoy yourself! The Communications team would be more than happy to get on the phone or video call to discuss and share some ideas.

## Next steps

Please send all information to [communications@aitsl.edu.au](mailto:communications@aitsl.edu.au)

If you have any issues, or would like to speak to someone, please contact:

Leanne Volk, Principal, Marketing and Communications: [leanne.volk@aitsl.edu.au](mailto:leanne.volk@aitsl.edu.au) or +61 3 9944 1240.

AITSL will provide a copy of the final product to the recipient before it is released.