GLEN HUNTLY PRIMARY SCHOOL

**NO. 3703**

## COMMUNICATIONS POLICY

**Rationale:**

It is necessary to formulate and provide effective communication methods and forums for the whole school community which will support, involve and inform students, parents, staff, families (current and prospective) and other members of the school community, in relation to school events, educational directions and current initiatives and projects.

**Aims:**

1. To constantly review and improve as required, existing communication channels between the school and home, with the intention of maximising the effectiveness of the contact and support for parents and families.
2. To provide information exchange forums for the School Leadership team, School Council, its sub-committees and the staff to be able to effectively communicate with the school community.
3. To promote school community awareness and involvement in events, educational directions and current initiatives and projects.
4. To provide information packages to the members of the community who may be interested in becoming part of our school community, such as prospective parents.
5. To provide a variety of communication and information outlets for members of the school community which caters for the different preferred methods of access eg: printed and digital weekly school newsletters, notices, school website information and parent information sessions.
6. To establish and implement protocols for acceptable and necessary communications between parents in the school community, in accordance with DET privacy principles.

**Achievement Measures:**

1. Assessing the effectiveness of improvements and modifications in response to feedback concerning the maximisation of communications between home and school, in relation to contact and support eg: relevant Parent Opinion survey such as Approachability, other survey information. (Please refer to the list of questions at the end of the policy, designed to assess the effectiveness of improvements, inclusiveness and modifications in response to feedback concerning the maximisation of communications between home and school.)
2. Evaluate the efficacy of information exchange forums for the School Leadership team, School Council, its sub-committees and the staff and how these mechanisms communicate with members of the school community.
3. Analysing school community awareness and involvement in events, educational directions and current initiatives and projects.
4. Quantifying and recording the number of prospective parents who have accessed school information and communication packages eg: website access, school tours, enrolment enquiries, kindergarten information exchanges
5. Assessing the extent and assortment of school information access points and formats in terms of whether the school is catering strongly and diversely for the variety of methods by which parents (current and prospective) obtain this information.
6. Analysing and recording the incidence of and responses to communications between parents which have not been aligned with DET privacy protocols and principles.

**Guidelines and Implementation**

1. Parents will receive a weekly school newsletter which will present information regarding school events, educational directions and current initiatives and projects, so as to maximise and encourage school community awareness of and involvement in these aspects. This school newsletter will be made available to each family and will be uploaded to the school website, to be accessible via the internet and filed on the school website with all school newsletters for the previous year.
2. The school Newsletter is the most essential communication link between the school and the wider community. It is imperative that the Newsletter is accurate, informative and contains information that will mutually benefit both school and community members.
3. The Publicity and Marketing committee will be directly involved in assessing the effectiveness and required extent and variety of all school communication forums and mechanisms and communicating to School Council and the school Leadership team, any resulting recommendations.
4. The Principal and Assistant Principal will be responsible for the content and overseeing the editing and publication of the weekly school newsletter.
5. The website coordinator will regularly update the school website information and will be provided with current and necessary information from staff and the School Council, so as to amend and present relevant and current information on the school website.
6. The school website will be used to highlight and publicise current and forthcoming events such as the school Cabaret, Carnivale, sporting activities, teaching and learning events and National Literacy and Numeracy week.
7. The school website will be used to digitally present information (in text and image forms) to current and prospective parents in the following tabbed areas presenting the following examples of information:

* Home page
* About Us – Principal’s message, school history
* Parent Information – School Policies, academic results, uniform
* Prospective parents – enrolment, transition, tour dates
* Student Learning – for each Year level
* Learning Foci for each Year level
* Facilities
* BIG 6 of Reading
* Calendar

1. The school will use available communication forums to promote family involvement and each year will coordinate and publicise a range of student learning and social family events.
2. Parents and families will receive a hard copy of notices to inform them of events which require their and/or their children’s direct involvement, such as sporting events, school concerts and three way discussions.
3. The communication of some information will be best accomplished by direct face to face involvement, such as school tours and parent information sessions.

**Evaluation:**

This policy will be reviewed by the School Leadership team and the Publicity and Marketing sub-committee every two years.

**Questions for assessing the effectiveness of improvements and modifications in response to feedback concerning the maximisation of communications between home and school, in relation to contact and support:**

These questions will be presented to School Councillors in June of each year in the form of survey questions, requiring their individual written/typed responses, which will then be analysed by the school Leadership team and by the teaching staff.

In August of each year, following the survey of School Councillors, parents of the school community will also be asked to respond in writing or via email to questions 1, 2 and 3. The communication of these responses will be invited through the school Newsletter. Feedback from this process will be assessed by the school Leadership team and by the teaching staff.

1. Has the School Council reported effectively to the school community?
2. Do parents feel that they are able to reflect on aspects of School Council work?
3. Does parent feedback indicate that the school community is informed in a timely and adequate manner in regards to school events, educational directions and current initiatives and projects?
4. Does School Council feel that they are given opportunities to give and receive feedback regarding school matters and operations?
5. Does School Council feel that the Principal, Assistant Principal and school Leadership team, provide them with timely and adequate information about school matters and operations?
6. Does School Council feel that there is constant focus on driving improvements for students and families?