

COMMUNICATION PLAN



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Introduction

Successful communication strategies are an integral part of building Edgewater's reputation and image, both within the school community and with the general public.

In all environments communication from Edgewater Primary School should be in plain English and be:

- Professional
- Relevant
- Accurate
- Personalised
- Timely
- Consistent

Communication procedures will vary in different situations and between stakeholders; however, the ultimate aim of each communication form is to provide a clear and transparent message leading to shared understandings of expectations.

Stakeholders include:

- Students
- Parents and carers
- Prospective parents
- Staff
- Board members
- P&C Association
- Friends of the school
- The wider community
- Department of Education

This communication plan sets out to consciously provide:

- Strong relationships between staff, students and parents/carers
- A positive and nurturing learning environment for students

Rationale

At Edgewater Primary School we are committed to providing a safe, inclusive and supportive environment which promotes open communication, respect, fairness and positive relationships between all stakeholders.

We aim to have clear, effective and positive communication to achieve the best possible outcomes for teachers, students and parents/carers which:

- Acknowledges the rights and responsibilities of all stakeholders
- Creates community by building and strengthening relationships based on mutual respect and courtesy
- Establishes positive lines of communication between home and school so that students receive continuity of education, care, support and management within the home and school settings
- Aims to provide an opportunity for parents/carers to share their views and needs and to participate in aspects of the child's education
- Features written communications which are accessible and inclusive
- Manages confidential information in a manner consistent with community expectations, professional standards and legal obligations
- Ensures processes are in place to allow for open and honest communication amongst all school community members
- Ensures a positive, productive and harmonious school environment is maintained

Communication Objectives

Edgewater Primary School seeks to:

- Promote the schools' vision, values and achievements
- Provide parents/carers and the wider community with information regarding events, results and other happenings at the school.
- Provide staff with information about events, results, expectations and other happenings at the school.
- Provide a two-way channel of communication between the school and parents/carers for open discussion.
- Provide parents/carers with an avenue for communicating their concerns to teachers and an opportunity to take these further if necessary.
- Enact a two-way channel of communication between staff for expressing their concerns and opportunities.
- Provide an open channel of communication between staff and students for honest discussion and advice.
- Make it as easy as possible for families of prospective students to contact the school and receive the information they need.

- Respond quickly to written, verbal or phoned requests for information or appointments – acknowledging calls within 24 hours (work days) and scheduling an appointment or providing information within 48 hours (work days).
- Respond quickly to concerns raised by families, contacting them within 48 hours.

Pathways of Communication 1

Parents/carers – General

Methods of providing general school operational information to parents/carers.

Channel	Details	Audience	Prime Accountability
Newsletter	<ul style="list-style-type: none"> • Available fortnightly from the website with link emailed to registered subscribers • Paper copies available from the office 	<ul style="list-style-type: none"> • All parents/carers • Staff • Wider community via website 	Administration
School Website	<ul style="list-style-type: none"> • Current, user friendly, informative, enhanced for mobiles • Annual reports, Business Plan, School Information booklets, etc available • School newsletter published online (fortnightly) 	<ul style="list-style-type: none"> • In school and school community • Prospective families • Worldwide interested people • Staff 	Administration
School App	<ul style="list-style-type: none"> • Used for real time notifications • Easy to use 	<ul style="list-style-type: none"> • Parents/carers • Staff 	Administration
Schools Online (Department of Education)	<ul style="list-style-type: none"> • School details including- student numbers, contact details, attendance trends, student outcomes, NAPLAN data, annual reports 	<ul style="list-style-type: none"> • Parents/carers • Prospective families • Staff • Interested people 	Administration Department of Education
Assemblies	<ul style="list-style-type: none"> • Friday fortnightly 8:45-9:30 • Hosted by each class in turn • Highlights school values and virtues • Celebrates and showcases classroom activities • Aussie of the Month 	<ul style="list-style-type: none"> • Students • Staff • Parents/carers • Families and wider community 	Administration Host class teacher Chosen year level
Notice Boards	<ul style="list-style-type: none"> • Current events and information • Reflects community information • P&C Information 	<ul style="list-style-type: none"> • Parents/carers • Students 	Administration P&C

Channel	Details	Audience	Prime Accountability
Hard Copy Notes	<ul style="list-style-type: none"> • Term Planners • Incursion/Excursion information and permission slips • Specific administrative letters/brochures/flyers • Invitations to special events 	<ul style="list-style-type: none"> • Parents/carers 	Administration Administration Teachers
Emails – school and individual staff members	<ul style="list-style-type: none"> • Newsletter alert • Important timely school information • Teacher to parents/carers contact • Parents/carers to teacher contact 	<ul style="list-style-type: none"> • Parents/carers • Staff 	Administration Staff Parents/carers

Pathways of Communication 2

Parents – Committees

Channel	Details	Audience	Prime Accountability
School Board	<ul style="list-style-type: none"> • Open meeting for community once a year • Quarterly Board update in Newsletter 	<ul style="list-style-type: none"> • Elected members from school and community • Parents and community 	School Chair Principal
P&C	<ul style="list-style-type: none"> • Open meetings for school community • Held twice a term 	<ul style="list-style-type: none"> • Parents/carers, community 	P&C President

Parents – Student Centred

Channel	Details	Audience	Prime Accountability
Face to Face	<ul style="list-style-type: none"> • Parent Information Booklets prepared and distributed early Term 1 • Parent Interviews end of Term 1 • Formal and informal interviews as required • Annual Open Classrooms and Book Fair • Student Services meeting as required 	<ul style="list-style-type: none"> • Parents/carers • Teachers • Administration 	Classroom Teachers Administration Teachers Student Services Team Parents/carers
Academic Standards	<ul style="list-style-type: none"> • Formal reports – Semesters 2 and 3 • Portfolios of work where appropriate • Parents as Partners Workshops • Year 6 Graduation Ceremony 	<ul style="list-style-type: none"> • Parents/carers • Teachers • Administration • Students 	Administration Administration Year 6 Teacher/s
Absentee Notification	<ul style="list-style-type: none"> • Written note to teacher • Verbal • Email to school • Via Absence Note on school website 	<ul style="list-style-type: none"> • School • Parents/carers 	Parents/carers

Pathways of Communication 3

Staff to Staff

- Edgiemail (weekly) – whole staff
- Administrivia meeting (weekly)
- Emails – specific staff and staff groups
- Staffroom noticeboard
- Staffroom whiteboard
- Pigeonholes
- Noticeboards
- Staff Meetings/Phase of Learning Meetings
- Ad hoc/informal meetings – as required
- School Development Days

Teachers to parents/carers and families

- Emails & SMS
- Scheduled face to face interviews
- Student communication book (when required)
- Parent Information Booklet (each class)
- Annual school open classroom and Book Fair
- Notes and permission slips as required
- Student reports
- School and classroom noticeboards
- School website/app

Parents to Leadership Team

Parents are encouraged to make an appointment with the appropriate member of the Leadership Team to assist in queries, concerns or significant issues. The table below indicates the avenues to follow before scheduling meetings with the Leadership Team.

Concern	Details	Prime Accountability
Absentee	<ul style="list-style-type: none"> • Taking in-term holiday – notify the Principal in writing • Repeated absence 	1. Principal 2. Associate Principal
Academic Performance	<ul style="list-style-type: none"> • Class Teacher/specialist teacher 	Teacher/s
Behavioural	<ul style="list-style-type: none"> • Unusual class/playground behaviours • Change in attitude to school • Issues with other students 	Classroom teacher
Emotional/Health Concerns	<ul style="list-style-type: none"> • Identified special need • Change in emotional state 	

Pathways of Communication 4

Parent/Teacher Meetings

These aim to:

- Inform parents of their children’s progress at school
- Inform teachers how children are coping outside school
- Establish an on-going relationship between home and school
- Help children realise that home and school work together for their benefit

Procedure

When a parent wishes to contact a member of staff to discuss matters relating to their child:

1. Contact the teacher via the school office or by speaking to the classroom teacher.
2. Provide a brief outline of the points to be discussed

Contacting other staff

When a parent has a concern or wishes to discuss an issue regarding a situation which they consider may affect the whole school, their child's well-being or relates to a school policy matter:

- Contact the Principal via the school office

Issues arising between students and families

No parent should approach the children of other families or their parents/carers with a school related or non-school related issue on the school grounds. Such matters must be address to the Principal as soon as possible.

Communication breakdown

When communication breaks down or an issue is unable to be resolved, the Department of Education has a grievance policy in place to address these concerns. This policy is available at the following URL:

<http://det.wa.edu.au/standardsandintegrity/detcms/navigation/complaints-management/information-for-parents/?page=2#toc2>

School Email Policy

Email is seen as an effective form of communication between the school and parents/carers. Edgewater Primary School expects that parents/carers and school staff will use email in a responsible manner. By communicating via email all users agree to adhere to this policy and the expected behaviours it outlines. Users who do not comply may be requested to cease communicating in this way.

Rationale

The use of email allows the school, teachers and parents/carers to communicate together in a quick and efficient manner.

Purpose

- To ensure the use of email communication between teachers and parents/carers is carried out in a mutually respectful manner
- To ensure all email communication is treated in a confidential, legal and ethical manner.

- To provide processes that minimise the chance of inappropriate use, and provide clear consequences of such usage.

Email Agreement:

All users MUST adhere to all email conditions below.

- Appreciate that using email to communicate does not result in an immediate response; however, a maximum 48 hour (workdays) acknowledgement of receipt is expected. Actual response to an email query may take up to 2 more days depending on the request.
- The recipient of an email agrees to not forward, cut or paste sections of a sender's email for further publication within the school community without the approval of the sender.
- All email communication will be carried out in a professional and appropriate format and tone.
- All school staff email users will adhere to the DOE Telecommunications Use Policy for email communication which can be accessed at:
<http://det.wa.edu.au/policies/detcms/policy-planning-and-accountability/policies-framework/policies/telecommunications-use.en?cat-id=3457966>