COMMUNICATION PLAN

EFFECTIVE: 2015

Reviewed: 2017
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Maida Vale Primary School’s Communication Plan

Successful communication strategies are an integral part of building Maida Vale’s reputation and image, both within our internal community and with the public.

In all environments communication from Maida Vale Primary School should be:

- Professional
- Relevant
- Accurate
- Personalised
- Timely

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

Stakeholders include:

- Students
- Parents and guardians
- Prospective Parents
- Staff
- Board Members
- P&C Association
- Friends of our School
- Wider community
- Department of Education

This Communication Plan reflects a deliberate response to ‘Our Commitments’ to;

- A Safe and Supportive Learning Environment through fostering strong relationships between staff, students and parents.
- Students through providing a positive and nurturing learning environment.
Communication Objectives

Maida Vale Primary School seeks to:

- Promotion of the school’s Vision, Values and school achievements.

- Provide parents and the wider community with information about 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 for open discussion.

- Provide parents with an avenue for communicating their concerns to teachers and an opportunity to take their concerns further is necessary.

- Enact a two-way channel of communication between staff for communicating 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 us 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 appointment or provision of information within 48 hours (work days).

- Responding quickly to concerns raised by families, contacting them within 48 hours.
## Pathways of Communication 1:

### Parents - General

Methods of providing general school operational information to parents.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Details</th>
<th>Audience</th>
<th>Prime Accountability</th>
</tr>
</thead>
</table>
| Newsletter            | • Available Fortnightly from Website with link emailed to registered parents/guardians.  
  • Paper copies available in front office.                                                                                                                                                                                                                                                                                          | • All Parents/guardians  
  • Staff  
  • Wider community via website                                  | Administration                                                        |
| Website               | • Current, user friendly, informative.  
  • Annual reports and business plan available  
  • School Handbook  
  • P&C Newsletter                                                                                                                                                                                                                                                                                                               | • Internal and External Stakeholders                                    | Administration              |
| Schools Online        | • School details including;  
  • Student numbers  
  • Contact details  
  • Attendance trends  
  • Student Outcomes  
  • School Reports                                                                                                                                                                                                                                                                                                               | • Prospective and current Parents/guardians  
  • Staff                                                               | Administration                                                        |
| Assemblies            | • Fortnight Friday 9.00 -9.30  
  • Highlight values and virtues of the school.  
  • Celebrate and showcase to act as a window to our classrooms  
  • Coffee chat after                                                                                                                                                                                                                                                                                                               | • Students  
  • Staff  
  • Parents/guardians  
  • Families and wider community                                        | Administration  
  Class teacher                                                        |
| Notice Boards – General, Student Services & P&C noticeboards       | • Up to date events and information  
  • Reflects information from the community.  
  • P&C reports                                                                                                                                                                                                                                                                                                                    | • Parents  
  • Students                                                               | Administration  
  P&C                                                                     |
| Hard Copy Notes       | • Term Planners  
  • Permission Slips  
  • Specific Administrative letters/ brochures                                                                                                                                                                                                                                                                                   | • Parents/guardians                                                  | Administration  
  Teachers                                                               |
| Emails – school email and individual staff members                 | • Newsletter  
  • Teacher-parents/guardians contact  
  • Parent/guardian – teacher contact                                                                                                                                                                                                                                                                                             | • Parents/guardians  
  • Staff                                                                 | Administration  
  Staff  
  Parents                                                               |
| Facebook – Official & Parent                                      | • Official notification of newsletter, relevant info.  
  • Educational/ Parenting articles.  
  • Sharing page for parents.                                                                                                                                                                                                                                                                                                        | • Parents/ guardians  
  • Administration                                                        | Administration  
  Parents/ guardians                                                      |
Pathways of Communication 2:

Parents – Committees

<table>
<thead>
<tr>
<th>Channel</th>
<th>Details</th>
<th>Audience</th>
<th>Prime Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Board</td>
<td>• Open meetings for community once a year.</td>
<td>• Elected members from school and community</td>
<td>School Chair, Secretary and Principal</td>
</tr>
<tr>
<td></td>
<td>• Agenda and Minutes of meetings posted on school website.</td>
<td>• Parents and community</td>
<td></td>
</tr>
<tr>
<td>P&amp;C</td>
<td>• Open meetings for community.</td>
<td>• Parents/guardians, community</td>
<td>Administration</td>
</tr>
<tr>
<td></td>
<td>• Tuesday evening 6:30 – 8:00pm Week 3 and 7 each term.</td>
<td></td>
<td>P&amp;C President</td>
</tr>
<tr>
<td></td>
<td>• After Friday assembly coffee</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Parents – Student centred

<table>
<thead>
<tr>
<th>Channel</th>
<th>Details</th>
<th>Audience</th>
<th>Prime Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face to Face</td>
<td>• Parent Information Sessions, early Term 1.</td>
<td>• Parents/guardians</td>
<td>Classroom Teachers</td>
</tr>
<tr>
<td></td>
<td>• Formal and informal interviews as required.</td>
<td>• Teachers</td>
<td>Administration</td>
</tr>
<tr>
<td></td>
<td>• Annual Open Classroom Night</td>
<td>• Administration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Student Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic Standard</td>
<td>• Formal reports (terms 2 &amp; 4)</td>
<td>• Parents/guardians</td>
<td>Administration</td>
</tr>
<tr>
<td></td>
<td>• Booklet outlining performance benchmarks – English, Mathematics,</td>
<td>• Teachers</td>
<td>Teachers</td>
</tr>
<tr>
<td></td>
<td>Sightwords, Oral Comprehension.</td>
<td>• Administration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Information presentations (varied)</td>
<td>• Students</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• End of year presentation assembly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Absentee</td>
<td>• Written note to teacher</td>
<td>• School</td>
<td>Parent/ Guardian</td>
</tr>
<tr>
<td>Notification</td>
<td>• Verbal</td>
<td>• Parent/ guardian</td>
<td>Attendance Officer</td>
</tr>
<tr>
<td></td>
<td>• Via Absentee link on webpage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Pathways of Communication 3:

Staff to Staff communication

- Bulletin - whole staff
- Emails - specific staff and staff groups
- Staffroom noticeboard
- Pigeonholes
- Noticeboards
- Staff Meetings/ Phase of Development Meetings
- School Development Days

Teachers to Parents/guardians and Families

- Emails
- Scheduled Face to Face Interviews
- Student communication book (when created)
- Parents/guardians Information Afternoon (Term 1)
- Annual Open Classroom
- Notes and Permission Slips as required
- Reports
- Notice Boards outside classrooms
- School website/ Facebook

Parents to Administration
Parents are encouraged to make an appointment with the appropriate member of the Administration to assist in queries, concerns or significant issues. However the avenues before scheduling meetings with Administrators are clear.

<table>
<thead>
<tr>
<th>Concern</th>
<th>Details</th>
<th>Prime Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absentee</td>
<td>• Taking mid-term holiday.</td>
<td>1. Teacher</td>
</tr>
<tr>
<td></td>
<td>• Repeated absence</td>
<td>2. Principal</td>
</tr>
<tr>
<td>Academic Performance</td>
<td>• Class teacher/ Specialist teacher</td>
<td>Teacher</td>
</tr>
<tr>
<td>Behavioural</td>
<td>• Unusual class/ playground behaviours</td>
<td>1. Classroom teacher</td>
</tr>
<tr>
<td></td>
<td>• Change in attitude to school.</td>
<td>2. Student services coordinator</td>
</tr>
<tr>
<td></td>
<td>• Issues with other students</td>
<td>3. Deputy Principal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Principal</td>
</tr>
<tr>
<td>Emotional/ Health Concerns</td>
<td>• Identified Special Need</td>
<td>1. Class teacher</td>
</tr>
<tr>
<td></td>
<td>• Change in emotional state</td>
<td>2. Student Services Coordinator</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. School Psychologist</td>
</tr>
<tr>
<td>Staff Behaviour</td>
<td>• Inappropriate response/ behaviour</td>
<td>1. Principal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Standards and Integrity</td>
</tr>
</tbody>
</table>
School Email Policy

Email is seen as an effective form of communication between the school and parents.

Maida Vale Primary School expects that parents and school staff will use email in a responsible manner. By communicating via email all users agree to adhere to this policy and expected behaviours it outlines. Users who do not comply with this policy may be requested to cease communicating in this way.

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

Purpose.
1. To ensure the use of email communication between teachers and parents is carried out in a mutually respectful manner.
2. To ensure all email communication is treated in a confidential, legal and ethical manner.
3. 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.

1. Appreciate using email to communicate does not result in an immediate response however a maximum 48 hour (workdays) acknowledgment of receipt is expected. Actual response to an email query may take up to two more days depending upon request.
2. Recipient of an email agrees to not forward, cut or paste sections of a senders email for further publication within the community without the explicit approval from the sender.
3. If a recipient feels they are receiving an unreasonable amount of emails they can request that the sender desist in sending further emails and that this request will be followed.
4. All email communication will be carried out in a professional and appropriate format and tone.
5. All school email users will adhere to DoE Telecommunications Use policy for email communication.