



啓思中學

CREATIVE SECONDARY SCHOOL

**Communications Policy (Students & Parents)**

Date published: May 2023

Date for review: May 2025



## Contents

1. Introduction
2. Aim
3. Contact Details
4. Communication Methods
  - a. Email Etiquette
  - b. Emailing Groups
  - c. Checking and Responding to Email
  - d. Letters
  - e. One to One meeting with parents
  - f. Telephone Calls
    - i. Inbound
    - ii. Outbound
5. Absenteeism/Sick Leave/ Emergency Leave
6. Social Networking  
Facebook, Youtube
7. Reports and Progress
8. School Website
9. Google Classroom in Google Apps for Education
10. Communication between students and staff
11. Severe weather and emergency closure
12. Prospective parents
13. Investigating incidents
14. Confidentiality
15. Monitoring, evaluation, and review





## 1. Introduction

Effective communication is essential for building a strong partnership between students, parents, and staff members. This document outlines the communication guidelines for students and parents at our school.

## 2. Aim

To ensure that Creative Secondary School thrives and is successful, effective communication is essential. The aim of these guidelines is to provide students and parents with clear and practical guidance on how to communicate effectively with school staff members.

## 3. Contact details

- The school holds emergency contact details for all students on eClass and families are contacted on an annual basis to ensure that these are up to date. Families are expected to inform the school immediately in the event that contact information needs to be revised. Depending on the nature of the communication, the school will use the most practicable means to contact families.
- Students and parents should ensure that their contact details, including email addresses and phone numbers, are up-to-date and accurate.

## 4. Communication Methods

The following communication methods are available to students and parents. Please see below for the appropriate etiquette and manner of speech.

- Email Etiquette
  - Any emails or non-urgent matters should be kept between 8:00 am to 5:00pm (Monday - Friday) for student and staff well-being. Please understand that the staff need time to disconnect and recharge.
  - Emails should be concise and clear. Use a professional tone and language.
  - Avoid using all caps or excessive exclamation marks.
  - Proofread emails for errors before sending. Be sure to run spell/grammar checks on any electronic communications.
  - Emails should start with the recipient's name and end with the sender's name.
  - Clear and appropriate subject lines/replies should be used to help recipients identify the content of messages.
  - Email should be used in a formal style. Text messaging in Google Chat in school may be informal, but should be used with the same level of professionalism and respect. The use of the 'To' field should be directed





at the person to whom you are directly communicating or keeping informed. Action may be required from the “To” recipient. Avoid sending to "ALL" unless you really mean to let all recipients in the group aware of your message.

- The use of the ‘Cc’ field is to keep this person informed. No action or response from them is required.
  - The use of the ‘Bcc’ field should be when you want a person’s identity to be kept secret, and is effective when you are sending group emails and you want to guarantee the anonymity of other recipients.
  - Do not use “Cc” or “Bcc” as a means of coercion. If you are not getting a reply to your email try a different means of communication.
  - Do not forward email to someone who was not the intended recipient without telling the original author that you’re forwarding their email.
  - Students should not email large groups of students and staff. Teachers can help students to forward the messages to respective personnel.
- Checking and Responding to Email
- Students and parents are expected to check their email regularly and respond promptly. If an email requires a longer response or additional research, they should acknowledge receipt of the email and provide an estimated timeframe for response.
  - Parents are reminded that their nominated contact email on eClass is the method by which the school will contact them for any non-emergency issue. Parent are therefore requested to check their email weekly.
  - Students should not assume that an email sent to a member of staff will be acted upon.
- One to One meeting
- Meetings will be scheduled by the school at a mutually convenient time and location. Meetings may be initiated by either the school staff member, the student, or the parent.
- Students and parents should prepare for three-way conference meetings by:
    1. Reviewing the student's academic progress and goals in advance
    2. Identifying any concerns or questions
    3. Bringing any necessary documents or materials
    4. Arriving on time
- Telephone Calls
- Inbound





All telephone calls will be answered by staff in the main office. It is our policy that office staff do not interrupt teaching for staff to answer a telephone call unless it is an emergency. Messages are taken and forwarded to the relevant person. If the call requires a response from a member of staff, we aim to do this within 3 working days.

■ Outbound

Telephone calls will be made where immediate contact with a family member is required i.e. for injuries or accidents. A member of staff will call the first named emergency contact as listed. Where no contact is made, a call will then be made to the second named contact and so forth. In the event that no live contact can be made, the member of staff will either leave an answer phone message or ensure that repeat calls continue to be made to the contact numbers, where possible.

5. Sick Leave

- If a student is absent, parents are asked to contact the school as soon as possible on the morning of the absence or apply leave using the eClass parents app.
- A doctor's certificate must be submitted for sick leave for two days or more, or on any Monday or Friday.

6. Social Networking

- The School has a Facebook, and a YouTube account which are used to provide updates to parents and students who wish to subscribe to this.
- Students and parents exercise caution when using social media. Please be mindful of the content you post or share and ensure that it is appropriate and respectful.

7. Reports and Progress

- Parents and students receive a full annual report to provide information about their child's progress in each academic year.

8. School Website

- The school website provides a range of information about the school, including:
  1. Admissions
  2. Community
  3. Announcements
  4. School News
  5. Achievements
  6. Curriculum
  7. Intranet & Useful Links





## 8. Alumni

### 9. Google Classroom in Google Apps for Education

- The Google platform is a powerful tool for motivating students as it gives them more choice and flexibility about when and where they complete their learning.
- It encourages parents and students' involvement in learning.

### 10. Communication between students and staff

- When communicating with a member of staff, students should address the member of staff using their formal name i.e. Mrs Smith
- Students should be respectful and not talk over, raise their voice to, or walk away from a member of staff before the conversation has ended

### 11. Severe weather and emergency closure

In the event of emergency closure, communication will be made to parents via eClass or email. A pop-up message maybe displayed on the school website to further alert everyone of the arrangement.

### 12. Prospective parents

The school prospectus is published on the website. Prospective parents are invited to an Admissions Talk & School Tour organised by the Admissions Team.

### 13. Investigating incidents

When investigating an incident involving students, school members of staff interview all students involved and ask them to complete a written account. The school will only share any information that would identify any students in accordance with data protection regulations and other relevant legislation, and that is in line with our policies.

### 14. Confidentiality

All members of the school community should respect the confidentiality of communication, especially when it pertains to sensitive information about students or staff. Confidential information should only be shared on a need-to-know basis.

### 15. Monitoring, evaluation, and review

A member of the Senior Leadership Team and the Creative Secondary Leadership Team will review this Policy at least every three years and assess its implementation and effectiveness. The Policy will be promoted and implemented throughout the school.

The next review is due: May 2025

(As of 10 May 2023)