

CRAFERS PRIMARY SCHOOL COMMUNICATION PLAN 2016-17

*Open, consistent and respectful
communication, reflecting our school
values, culture and vision.*

COMMUNICATION PLAN 2016/17



PURPOSE

This Plan sets out a blueprint for Crafers Primary School Communications in 2016-2017. Its aim is to ensure that accurate information is communicated consistently to the CPS community and in line with Crafers Primary School values, culture and vision.

PRINCIPLES

Crafers Primary School is committed to:

- Open and respectful communication with the school community.
- Consistency, timeliness and professionalism in communications.
- Communicating in ways that reflect our values, culture and vision.
- Embracing new forms of technology to streamline communication systems.
- Consistent reporting of incidents, including timely follow up.
- Complying with DECD and other relevant policy.
- Communicating in environmentally sustainable ways.

PRIORITIES

COMMUNICATION PRIORITIES	COMMUNICATION TARGETS
CLASSROOM Communicating about children's learning and classroom curriculum topics.	1. Individual teacher to parent/carer. 2. Individual teacher to whole class.
INCIDENTS Communicating about incidents, including follow up and reporting.	1. Principal/Deputy to individuals concerned. 2. Principal/Deputy to whole school.
SCHOOL COMMUNIQUEs Official school communiques including newsletters, calendar, etc.	1. Principal/Deputy to whole school.
COMMUNITY Communication about events, fundraising, community notices, social activities, etc.	1. Principal/Deputy to whole school. 2. Whole school to Principal/Deputy.
SCHOOL SERVICES Communication about OSHC, Canteen and Uniform Shop.	1. Services representatives to whole school.

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2016 COMMUNICATION PLATFORMS OVERVIEW

CLASSROOM	INCIDENTS	SCHOOL COMMUNIQUE	COMMUNITY	SCHOOL SERVICES
SEESAW APP A new App to be used by teachers to share curriculum and individual student learning information.	INCIDENT NOTICES A new template to be developed for all Incidents (both reporting and follow up). Incident reporting and follow up system developed by Principal/Deputy and loaded onto website/App.	APP (e.g., Skoolbag) A new platform for 2016 and beyond which becomes the critical information dissemination vehicle for CPS. App is loaded with news, newsletters, calendar, notices/forms/policies, etc.	WEBSITE App (e.g., Skoolbag) configured for CPS website integration (post content once, publish everywhere). Website also used for general school marketing/promotion.	OSHC Load information about OSHC services onto App (e.g., Skoolbag). Investigate online (App based) bookings and payments.
CLASS NEWSLETTERS All teachers write two class newsletters per term using an easy to read template and these are loaded onto the App (e.g., Skoolbag) for parents/carers to read.	TEXT MESSAGES Text messages only to be used for 'urgent' school matters such as student absentees, CFS warnings, power outages and cancellations.	WEBSITE Skoolbag App configured for CPS website integration (post content once, publish everywhere). Website also used for general marketing.	FACEBOOK New Crafer's Primary 150 Fete Facebook Page used to promote CPS events. Page to morph into a general CPS Facebook page to be used for general school marketing/promotion.	CANTEEN Load information about Canteen services onto App (e.g., Skoolbag). Investigate online (App based) orders and payments.
AQUANTANCE NIGHT Acquaintance night format reviewed to include a 'get to know you' element for parents/carers.		SCHOOL NEWSLETTERS Official school newsletters are phased out as App (e.g., Skoolbag) phased in. All news loaded onto App.	CALENDAR School calendar kept up to date and available to parents via App (e.g., Skoolbag) and website. Info published as early as possible covering pupil free days, excursions, meetings, special events, etc.	UNIFORM SHOP Load information about Uniform Shop services onto App (e.g., Skoolbag). Investigate online (App based) orders and payments.
LEARNING CONVERSATIONS – T1&3 Potentially offered to parents/carers mid-term in terms 1 and 3 (currently offered in Term 1 only).		COMMUNITY NOTICEBOARD A page on the CPS website is set up for Community Notices. Notices to be emailed to office and loaded if approved.	KISS AND DROP E-SIGN An electronic sign considered for Kiss & Drop to promote events, safety, etc.	

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CLASSROOM	INCIDENTS	SCHOOL COMMUNIQUEs	COMMUNITY	
REPORTS – T2&4 Continue to be written and distributed in hard copy at the end of terms 2 and 4.		SURVEYS Annual Attitudinal Survey continues in a new format. Ad hock Policy and Procedure Surveys distributed as needed.		
GOVERNING COUNCIL EMAILS A new platform: An email from a Governing Council member is sent to all families a week before Gov Council meetings asking for ideas/input. Eventually posted directly to App (e.g., Skoolbag).		EXCURSION FORMS Continue to print hard copy permission slips (excursion forms) for legal reasons. Make hard copies available in front office and via App (e.g., Skoolbag). Investigate e-signatures.		
DIARIES The role of student diaries in middle/upper primary reviewed at the end of 2016 and potentially phased out.		WEEKLY ASSEMBLIES Principal/Deputy attends Assembly every Friday and shares good news stories for the week with community.		
COMMUNICATION BOOKS Communication Books continue in their current role for junior primary (R-2).		EMAIL OUT App takes the place of most school to parent/carer communication. However, email still to be used for Incident Reports.		
		FORMS/EMAIL IN Promote the 'Forms In' box in the front office. Introduce a generic email address for emails in that is monitored and actioned daily.		

REFERENCES

- Crafers Primary School Policies; DECD Communications Guide; DECD Social Media Policy.

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SECTION ONE: CLASSROOM COMMUNICATION

Objective To ensure parents/carers feel like partners in their child's learning.	Goals <ol style="list-style-type: none"> 1. Teacher uptake of the Seesaw App is 100% by the end of 2016. 2. Parent uptake of the Seesaw App is 90% by the end of 2016. 3. Anecdotally, parent engagement in school activities rises. 4. Annual survey 2016: Parent/Carer rating of school communication as 'Very Good' rises from 45% to 65%. 			
ACTIVITY	DETAIL	WHO	WHEN	KPIs
Seesaw App	<p>The Seesaw App is to introduced and used by teachers to share curriculum and individual student learning information via classroom iPads direct to parent's smartphones.</p> <p>Students can photograph and share their work with their parents/carers via the App (with the permission/support of their teacher).</p> <p>The cost to school is \$6.7 AUD per student per year which, based on 320 students, is approx. \$2150. Seesaw is free for parents and students to use.</p> <p>Chris/John to introduce App including training for teachers and info for parents. http://web.seesaw.me/</p>	John and Chris Teachers and students.	End of Term 3	<ol style="list-style-type: none"> 1. Teacher survey conducted after one term of use. 90% report that Seesaw helps develop a better relationship with their parent community. 2. Annual survey 2016: Parent/Carer rating of school communication as 'Very Good' rises from 45% to 65%.

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Class newsletters	<p>Teachers continue to write two class newsletters per term. Newsletters written in consistent weeks – Week 1/Week 6.</p> <p>Teachers to ensure their own newsletter templates are clear and easy to read on mobile devices (e.g., columns are difficult on smartphones and tablets). The newsletter templates should reflect the professionalism of the new school newsletter template, but with teacher personalities injected.</p> <p>Newsletters to include practical tips for parents to support classroom learning and the teacher's email address for parent/carer communication.</p> <p>Newsletters loaded onto App (e.g., Skoolbag).</p> <p>Newsletters continue to also be emailed out until uptake of Skoolbag reaches at least 90%.</p>	<p>Teachers</p>	<p>End of Term 3</p>	<ol style="list-style-type: none"> 1. Newsletter distribution measured and all teachers writing/distributing two newsletters per term in consistent weeks by the end of 2016. 2. Teachers seek feedback from parents/carers about newsletters. Parent feedback is increasingly positive.
Acquaintance Night	<p>Format of Acquaintance Night reviewed to include a 'get to know you' element for parents/carers, which will be particularly beneficial for new families to the school.</p> <p>Parents have the option to exchange phone numbers/emails during the social session.</p>	<p>Chris/John and teachers, assisted by Governing Council</p>	<p>Term 1 2017. Advise parents of new format as early as possible.</p>	<ol style="list-style-type: none"> 1. Connections made between parents early in Term 1 each year. 2. Parents new to the school feel welcomed. 3. Anecdotal feedback about new parent engagement positive.

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Learning Conversations Terms One and Three	<p>Three-way learning conversations reviewed and a second conversation potentially offered to parents mid-Term Three.</p> <p>Two formal conversations provide an opportunity early in the year for discussion of student progress and goals, and another opportunity mid-year to review progress and student goals.</p>	<p>Teachers with Chris/John</p>	<p>Advise parents early in Term 3</p>	<ol style="list-style-type: none"> 1. Parent uptake of Term 3 Learning Conversation opportunity high – approx. 90%. 2. Teacher/parent/student feedback to Learning Conversations positive.
School Reports Terms Two and Four	<p>School Reports continue to be written at the end of Terms 2 and 4.</p> <p>Reports continue to be distributed in hard copy to parents/carers.</p>	<p>Teachers with Chris/John</p>	<p>Ongoing</p>	<ol style="list-style-type: none"> 1. As per section goals.
Governing Council Emails	<p>A new initiative to encourage parent involvement in school matters via the Governing Council.</p> <p>An email from a Governing Council member is sent to all families a week before Governing Council meetings asking for ideas/input.</p> <p>Eventually these notes are sent to whole school via the Skoolbag App, with instructions on how to provide input/ideas to Council.</p>	<p>Colin initially, but all members share the load</p>	<p>End of Term 3</p>	<ol style="list-style-type: none"> 1. Member of Governing Council become more visible and approachable. 2. Anecdotally, parent engagement in school activities rises.

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Student Diaries	The role of student diaries in middle/upper primary to be reviewed at the end of 2016, and potentially phased out.	Chris/John and teachers	End of 2016	1. Student Diaries are either discontinued in 2017 or a strategy for more effective use is developed.
Communication Book	<p>Communication Books in junior primary (R-2) continue in their current role.</p> <p>Teachers paste notes homes into communication books (or students do) and communication books are placed into Blue Bags. Students are expected to tell parents when there is a new note to view in the Communication Book.</p>	<p>Chris/John and teachers</p> <p>Parents of R-2 children</p>	Ongoing	1. As per section goals.

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SECTION TWO: INCIDENTS

Objective To ensure incident reporting and follow up is consistent and timely.	Goals 1. Parent/Carer feedback to incident reporting (in the annual survey and via other methods) improves. 2. Annual survey 2016: Parent/Carer rating of school communication as 'Very Good' rises from 45% to 65%.			
ACTIVITY	DETAIL	WHO	WHEN	KPIs
Incident Reporting	<p>Individuals Ensure a policy/procedure is documented and followed whereby families are notified about any behavioural incidents that their children are involved in as either victims or perpetrators.</p> <p>Whole School Ensure a policy/procedure is documented and followed whereby the school community is notified about general incidents that occur, such as strangers on school grounds, power outages.</p> <p>Follow up Ensure an incident follow up system is developed for both Individuals and Whole School.</p> <p>Ensure these policies/procedures are available on the website and Skoolbag App.</p>	Chris/John	Ongoing	1. Parent/Carer feedback to incident reporting (in the annual survey and via other methods) dramatically improves.

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Incident Notices	<p>Develop a new template for incidents to be used for both reporting and follow up.</p> <p>Ensure the template is professional in design and easy to recognise – e.g., use a consistent colour for all Incident Notices.</p> <p>Ensure Individual Notices and Follow Ups are emailed to parents in a timely manner.</p> <p>Ensure Whole School Notices and Follow Ups are emailed to all families and loaded onto Skoolbag App immediately.</p>	Chris/John	End of Term 3	1. Parent/Carer feedback to incident reporting (in the annual survey and via other methods) improves.
Bullying-Specific Incidents	<p>Review the CPS Bullying Policy and ensure it includes a process for reporting and follow up with families involved (victims and perpetrators).</p> <p>Ensure this policy is included on CPS Website, on Skoolbag App, etc.</p>	Chris/John	In progress	1. Parent/Carer feedback to incident reporting (in the annual survey and via other methods) improves.
Text Messages	<p>Test messages to only be used for Incident Reporting and critical matters, including:</p> <ul style="list-style-type: none"> • Student absentees. • CFS warnings. • Power outages. • Last minute cancellations of school events. 	Chris/John/ Carol/Stuart	End of Term 3	1. Parents respond positively to more consistent use of text message system.

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SECTION THREE: WHOLE SCHOOL COMMUNIQUE

Objective To ensure parents/carers have easy access to all school information including the term calendar.	Goals <ol style="list-style-type: none"> 1. Parent uptake of the Skoolbag App is 90% by the end of 2016. 2. Annual survey 2016: Parent/Carer rating of school communication as 'Very Good' rises from 45% to 65%. 3. Less frustration about late notification of dates/excursions/etc. 4. Generally, parent/carers engagement in CPS life increases. 			
ACTIVITY	DETAIL	WHO	WHEN	KPIs
App (e.g., Skoolbag)	<p>An App (such as Skoolbag) is introduced and used by CPS Administrators to share all information with the school community including: News, Incidents, Calendar, Notices, Excursion Forms, Policies, Procedures, OSHC/Canteen/Uniform Shop.</p> <p>Cost to school estimated at \$350 per year. Chris/John to investigate and refine for Finance Committee to add to budget. (For schools with more than 300 students the Annual Subscription is \$1 + GST per student per year. It is free for parents and students to use.)</p> <p>Chris/John to introduce App including training for teachers and info for parents. http://skoolbag.com.au/ </p>	Chris/John and others	End of Term 3	<ol style="list-style-type: none"> 1. Parent uptake of the Skoolbag App is 90% by the end of 2016.

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CPS Website and Community Notices	<p>Once the Skoolbag App is introduced, configure it for CPS website integration. This ensures content can be posted once to the Skoolbag App, and it will appear in all necessary locations, including the website.</p> <p>Create a new page on the CPS website called Community Noticeboard for all community notices, which are currently emailed on Fridays. Parents/carers email notices to Carol/Stuart who approve before uploading to site. Information about new process sent to community.</p>	Chris/John Carol/Stuart	End of Term 3	1. As per section goals.
Official School Newsletters	Continue to produce three official School Newsletters per term using the new template until App (Skoolbag) is introduced then post all school news directly to App.	Chris/John Carol/Stuart	Ongoing	1. As per section goals.
Permission slips/Excursion Forms	<p>Continue to send hard copy excursion forms/permission slips home with students for legal reasons (in 2016).</p> <p>Also upload dates to calendar and a copy of the forms to parents via Skoolbag App.</p> <p>Investigate digital signatures and payment options via Skoolbag ASAP and phase out hard copy forms as soon as possible.</p>	Chris/John Carol/Stuart	End of 2016	1. By the end of 2017, Excursion Forms are sent to parents/carers via Skoolbag, and digital signatures are introduced.

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<p>Whole school calendar</p>	<p>Ensure the calendar is monitored and updated weekly with information about school event and activities.</p> <p>Ensure calendar is updated on Skoolbag and synced automatically with the website.</p> <p>The calendar should include information as early in the term/year as possible, including:</p> <ul style="list-style-type: none"> • Pupil Free Days. • Excursions. • Meetings (e.g., Three-Way Learning Conversations). • Sport events and activities. • Music activities and concerts. • Fundraising events (e.g., Mother's Day Stall, Father's Day Stall, Quiz Night). • Special Events. • Visitors to the school. 	<p>Chris/John</p> <p>Carol/Stuart</p>	<p>Ongoing</p>	<p>1. School survey shows less frustration about late notification of dates/excursions/etc.</p>
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Surveys	<p>Annual Attitudinal Survey is sent to parents (electronically with printed copies available in front office) in Week 5, Term 3, to allow analysis of data and reporting by the end of Term 3.</p> <p>Consider a change to ACARA School Survey template with three specific CPS questions built in. When examining data, compare responses to consistent questions from Teacher and Student surveys undertaken in 2016.</p> <p>Ad hoc Policy and Procedure Surveys introduced to gather feedback about policy and procedure changes, such as Homework Policy, Year 7 Retention, etc.</p>	Chris/John	End of Term 3	<ol style="list-style-type: none"> 1. Change to standard template allows more efficient analysis and reporting of data. 2. As per section goals.
Weekly Assemblies	The Principal or Deputy attends each weekly Assembly and shares good news stories with the student body and attending parents.	Chris/John	Ongoing	<ol style="list-style-type: none"> 1. As per section goals.
Email Out	<p>Eventually, the Skoolbag App takes the place of most CPS Email Out traffic.</p> <p>However, CPS email is still used for official school newsletters (for the interim) and for Individual Incident Reports/Follow ups.</p>	<p>Carol/Stuart</p> <p>Chris/John</p>	End of Term 3	<ol style="list-style-type: none"> 1. As per section goals.

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Email In	<p>Introduce a generic CPS 'communication' email address (if possible) for parents to use to contact the school at all hours.</p> <p>This email address can be used for sending in signed and scanned permission slips, other signed forms, feedback, etc.</p> <p>Ensure the email address is monitored daily and parents/carers are responded to in a timely manner.</p>	<p>Carol/Stuart</p> <p>Chris/John</p>	End of Term 3	1. As per section goals.
Forms In	<p>Promote the 'Forms In' box in the finance office for parents to drop in their forms/cash payments.</p> <p>Ensure this is promoted in newsletter, via App, etc.</p>	<p>Carol/Stuart</p> <p>Chris/John</p>	End of Term 3	1. As per section goals.
CPS Policies	<p>Review and update all CPS Policies to ensure they are accurate and comprehensive.</p> <p>Copy and paste policy/procedure information included in the Parent Handbook and format them as individual Policies and Procedures. Load onto the CPS website and App.</p> <p>E.g., Create a 'Long & Short Absences Policy' based on the relevant info in the Parent Handbook. Also update Bullying Policy in the area of reporting and follow up with families.</p>	Chris/John	End of Term 3	1. As per section goals.

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SECTION FOUR: COMMUNITY

Objective To ensure information about events, social activities and fundraising is shared effectively.	Goals <ol style="list-style-type: none"> 1. Family participation in major school events measured (sport, music, community, social). 2. By the end of 2017, 80% of families engaged in a major school event at some point during the year. 3. Annual survey 2016: Parent/Carer rating of school communication as 'Very Good' rises from 45% to 65%. 			
ACTIVITY	DETAIL	WHO	WHEN	KPIs
Website (as per section three)	<p>Once the App (e.g., Skoolbag) is introduced, configure it for CPS website integration. This ensures content can be posted once to the Skoolbag App, and it will appear in all necessary locations, including the website.</p> <p>The website comes a general CPS marketing tool as App uptake peaks.</p> <p>The website will also become the home of Community Notices in the form of the new Community Noticeboard outlined in section three.</p>	Chris/John Carol/Stuart	End of Term 3	1. As per section goals.
KISS & DROP E-SIGN	Investigate the interest in and cost of buying an electronic sign for the Kiss & Drop area to promote school events and safety.	School Development Committee	End of Term 3	1. As per section goals.

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Facebook	<p>A new Crafers Primary School 150 Fete Facebook Business Page has been created. This will be used to market the 150th Fete.</p> <p>It has already had strong support from the school community with no marketing or content.</p> <p>After the Fete, assess the Facebook page and consider morphing it into a general Crafers Primary School Facebook page.</p> <p>This can be used for parent and community engagement and general school promotion.</p>	<p>Kylie/Cindie initially</p> <p>Chris/John</p> <p>Carol/Stuart</p>	<p>End of 2016</p>	<p>1. As per section goals.</p>
Calendar (as per section three)	<p>Ensure the calendar is monitored and updated weekly with information about school event and activities.</p> <p>Ensure calendar is updated on Skoolbag and synced automatically with the website.</p> <p>For the general community, the calendar should include information about school event and fundraisers, including links for buying tickets/donating goods for raffles/etc.</p>	<p>Chris/John</p> <p>Carol/Stuart</p>	<p>End of Term 3</p>	<p>1. As per section goals.</p>

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SECTION FIVE: SCHOOL SERVICES

Objective To ensure information about school services is shared effectively.	Goals <ol style="list-style-type: none"> 1. School services including OSHC, Canteen and Uniform Shop share information with parents via the school's new App (e.g., Skoolbag) by end of 2016. 2. Online ordering, bookings and payments for school services via App offered by 2017. 			
ACTIVITY	DETAIL	WHO	WHEN	KPIs
OSHC	Load all OSHC related information including newsletters, enrolment forms, Vacation Care Programs, onto App (e.g., Skoolbag). Investigate OSHC bookings and payments via App.	OSHC Manager OSHC Committee Chris/John	End of Term 3	1. As per section goals.
Canteen	Load all Canteen related information including Menu onto App (e.g., Skoolbag). Investigate Canteen ordering and payments via App.	Canteen Committee Chris/John	End of Term 3	1. As per section goals.
Uniform Shop	Load all Uniform Shop related information including Order Form onto App (e.g., Skoolbag). Investigate uniform ordering and payments via App.	Uniform Shop Committee Chris/John	End of Term 3	1. As per section goals.