



Communication Plan 2018-2020

Why have a Communication Plan?

Communication and community outreach is important to Newtown School. We want to:

- tell our students and families/whanau of Newtown School what's happening, when and why.
- get all families/whanau involved in their children's learning.
- improve the information flow between us and our community
- make sure we hear what people want to tell us and how we can improve
- have strong school supporters in the community

What are our aims when we communicate?

We want our staff, students, family and whanau to feel they belong to and are supported by the school.

In particular we want:

- our staff to think Newtown School is a great place to work by being a fair employer, supporting their growth and development
- our students to understand why they are at school, what is expected of them and how they can get help when they need
- our families and whanau to be engaged in their child's education
- everyone to understand what's happening at the school, when and why, and where to get more information.

In order to achieve these aims we need to:

- communicate clearly in plenty of time
- use plain language and translate things if needed.
- use positive, respectful words and images and show we are all learners.
- be consistent in what and how we say things.

What are our key messages?

Our key messages are the values, ideas and priorities Newtown School wants its communications to have. Our key messages are:

We value:

- excellence, innovation, challenge, discussion and inquiry (**Curiosity/Effort/Resilience**)
- Te Reo and Maori culture (**Connected**)
- the cultural diversity of our community (**Connected**)
- respect for each other, our environment and ourselves (**Manaki/Respect**)
- transparency and open communication (**Connected/Manaki/Respect**)

We prioritise:

- our staff, students, families and whanau to feel they belong to the school (**Connected**)
- our learners to develop the skills needed to achieve their full potential (**Curiosity/Effort/Resilience**)
- innovative learning environments for our students and staff (**Curiosity/Effort/Resilience**)
- all our stakeholders to have up to date information about what is going on at School. (**Connected/Manaki/Respect**)

What form will Newtown School use to communicate and when?

There is not one form of communication that will meet all needs so Newtown School will use lots of ways to communicate with students, their families/whanau and the wider community. These include printed and digital material, emails, the School website, Facebook, surveys, face to face meetings, and an online school calendar.

The school will hold different events to engage families/whanau and help the parent/whanau group FANS to run these kinds of events as well.

Newtown School expects all communication from the board of trustees, principal and staff to be timely. We will keep our family/whanau contact details and online calendar up to date.

Who is responsible for communication at Newtown School?

The Board, the Principal and Staff are all responsible for communication. In particular:

- The board of trustees are responsible for ensuring appropriate resourcing and procedures are in place for effective communication.
- The principal and Administration Manager are responsible for managing and coordinating general School communication in accordance with this plan and reasonable direction from the Board.
- Staff are responsible for whanau communication and also direct communication with families and students in accordance with this plan and reasonable instructions from the Principal.

The aims of this plan and its key messages should inform all these communications.

How should a staff member or board trustee deal with approaches by media?

If a staff member or board trustee is approached by the media, they must respond appropriately.

- Only the board chair answers media enquiries on governance issues.
- Only the principal or chair answers media enquiries on management issues.
- Staff may answer media enquiries if approved to do so by the principal or chair.
- For any media involvement by a student, the media or staff member must get permission from the student's parent or caregiver.

APPENDIX 1: COMMUNICATIONS PLAN 2018/20

Areas	Actions	Actioned by (Lead):	Timing (T=Term)	Status
Planning and Guidelines	Develop Newtown School Communication Plan	BOT (Principal, Lucy, Trish)	2018 Terms 3/4	underway
Website and Facebook	<p>a. Website to include detailed information on Ngati Kotahitanga</p> <p>b. Website updating with relevant information e.g. Board Member Changes, Document Uploads. Policy Changes,</p> <p>c. School Calendar needs regularly updating</p> <p>c. Facebook page regularly updated protocol developed with staff</p>	MGMT (Trish, Principal)	2018 Terms 4	Underway
BOT communication	<p>a. BOT activities/focus regularly updated in newsletter</p> <p>b. End of term BOT update in newsletter– sense of where we are at/doing</p> <p>c. participate in COL Wellbeing survey – through newsletters/website</p> <p>d. report to community on survey findings</p> <p>e. implement Google team drive into school system</p>	BOT (Annette)	<p>1x a month following BOT meeting</p> <p>End of term</p> <p>2018 Term 4</p>	
Student School Reports and learning conversations	<p>a. School reports – consider new format of reporting in the absence of National Standards</p> <p>b. Learning conversations - are these being conducted in the most effective way</p>	BOT/MGMT/FAN S (Principal)	November 2018	
Community engagement	Parent – school meeting. Community Liaison group reviewing school-parent engagement and home-school partnership programme. Develop new community engagement programme with a particular focus to reach diverse groups within our school community..	MGMT/ FANS/BOT (Kelvin, Lucy)	Ongoing	
Database	Parent database effectively managed and regularly updated	MGMT (Trish)		

School supplies and merchandise	<ul style="list-style-type: none"> a. have stationery available for purchase on kindo (only if it will result in fundraising for school)? b. Identify what school branded merchandise that the school and students may want/need e.g. school hats. Could also be used as a fundraiser. 	Staff/FANS	Ongoing	
Management guidelines and templates	<ul style="list-style-type: none"> a. Development of management guidelines and templates regarding tools/protocols/process for specific communication actions such as a newsletter template, parent-teacher (or Principal or BOT) emails/complaints/feedback, database management. b. Principal regularly set expectations on when various forms of communication are given by staff/school to students/parents/whanau c. Monitor implementation and report to BOT 	Principal Principal Principal	Ongoing Beginning of each term Once a term (i.e. quarterly)	
Communicating to English as a second language families/whanau	<ul style="list-style-type: none"> a. Identify opportunities and resources that can be used to communicate to families in their own language and Te Reo Maori b. Identify when and how the School accesses translation services and other support for those families within the school community. c. Staff trained and supported in knowing how to access translation services. d. Familiarise staff through cultural awareness PD/training on culturally appropriate communication e. provide opportunities for families/whanau to engage with school in their native language. 	Principal/staff		
Community Programmes	Mutukaroa Programme Reading Together Seesaw	Principal		Continuation