

HOKOWHITU SCHOOL COMMUNICATIONS POLICY

RATIONALE:

Hokowhitu School is committed to effective and timely communication with whānau and the community.

PURPOSE:

To keep the community and whanau informed of all relevant school information and upcoming events. Multiple forms of communication are used to ensure whānau receive at least one form.

GUIDELINES:

1. School-level communication with families and whānau is provided across multiple modes to ensure all whanau receive at least one form. Three modes are currently used:
 - a. Weekly hard-copy newsletters, including semi-annual Board of Trustees newsletters. These are sent home with at least one child per family on the last day of the school week.
 - b. The school website will be reviewed no less than fortnightly.
 - c. The smart phone app will enable parents to select what notifications they receive, but able to view all.
2. All forms of communication are open to the wider community.
3. Team and class-level communication with families of students takes place through multiple modes:
 - a. Social Media including blogs;
 - b. Smart-phone applications;
 - c. Hardcopy newsletters.
4. Community and stake-holder consultation also uses appropriate forms of communication at the school level, as and when required.
 - a. Such consultation will include preferences for communication forms, to guide revisions of the communications policy as necessary.
5. Whānau communications takes place with the classroom teacher first and foremost, as outlined in the Complaints and concerns procedures. Exceptions to this include:
 - a. Absentee reports that are made through text, the school app, or phone calls;
 - b. Community consultation responses that go directly to the school office;
 - c. Sports team queries that go to the coach concerned.
6. In the event of extraordinary circumstances (emergency, traumatic incident, or other incident) where the media requests information all media contact should go through the principal, Board of Trustees chair, or delegated spokesperson as appropriate.
 - a. Both the principal and Board chair or delegated spokesperson should have media training.
 - b. If school staff members or Board members are approached for comment they should refer the requestee back to the principal or Board chair.
 - c. When the extraordinary circumstances involve the principal or board chair a delegated spokesperson will be delegated.
 - d. The school community may be asked to refrain from comment to the media.

CONCLUSION:

Hokowhitu School engages in effective and timely communication with whānau and the community.

Associated procedures/handbooks:

Complaints and concerns policy

Complaints and concerns procedures

Policy ratified on: 1 November 2017

Review date: November 2019

Chairperson.....

Principal.....

