



CBC ST JOHN'S, PARKLANDS	
Document number	J.
Co-ordinating Manager	HEAD OF COLLEGE
Status	POLICY AND GUIDELINES
Date Approved	
Date for next review	
POLICY TITLE	STRATEGIC PLANNING AND COMMUNICATION POLICY
Document name	
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Approved by	BOG
Date last amended	01/11/2022 (Ryk Brink)
Related Policies	ETHOS POLICY / STAFF CODE OF CONDUCT / COUNSELLING POLICY / DATA MANAGEMENT POLICY

COMMUNICATION POLICY

1. PREAMBLE

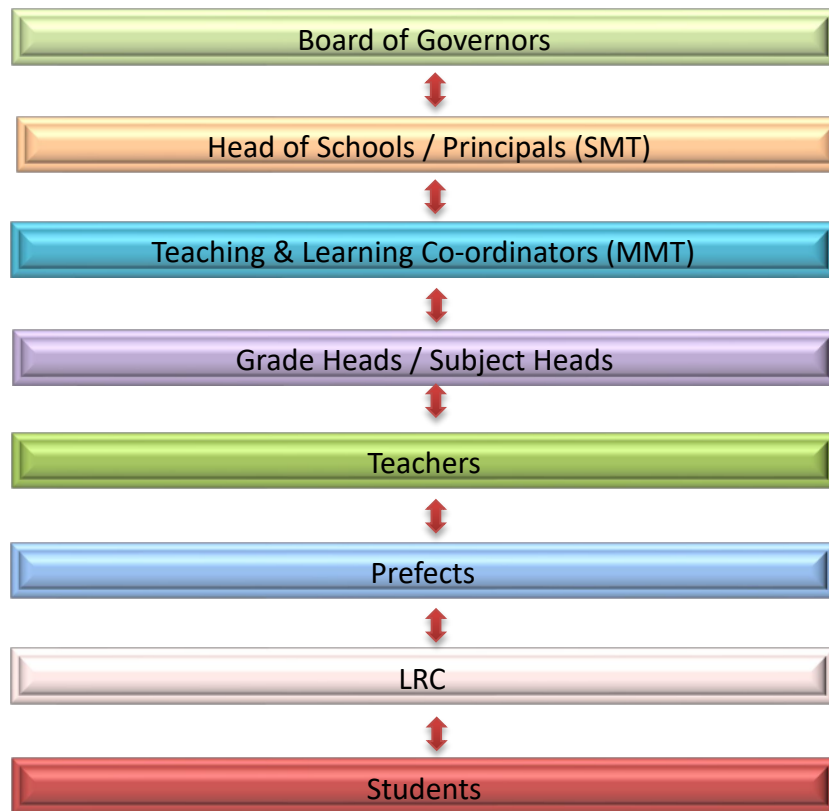
1.1 This policy includes the entire College – students and staff. It addresses all forms of communication (oral, written, electronic and social media¹) within the College and with our clients and partners in education. The objective of the policy is:

- 1.1.1 To maintain and improve the current channels of communication in the school community.
- 1.1.2 To create a positive and happy environment that is a practical embodiment of our Ethos and Mission Statement and conducive to the fulfilment of our Vision, Mission, and educational objectives.
- 1.1.3 To raise the efficiency of the College.

¹ See Social Media Policy



LEVELS OF COMMUNICATION





2. OVERALL APPROACH TO EFFECTIVE COMMUNICATION

2.1 The Standard of Communication

- 2.1.1 The recipients of communication must be actively involved i.e., they must be allowed to respond and evaluate what we have communicated.
- 2.1.2 There should be provision for reinforcement of communication (for example, a written copy of the agenda of a staff meeting).
- 2.1.3 Care must be taken that communication is clearly understood and correctly interpreted.
- 2.1.4 Clarity, openness, and unambiguity are important in all communication
- 2.1.5 A sound standard of spoken and written communication should be maintained, especially regarding language, tone, register, accuracy, and courtesy.
- 2.1.6 To ensure accuracy, and congruence, channels of communication must be followed through the various levels of management as far as possible.
- 2.1.7 ***Our communication with others should be courteous, civil, exemplary, compassionate, empathetic, clear, attentive, accurate, and constructive.***

3. POLICY ABOUT SIGNIFICANT COMMUNICATION CHANNELS

3.1 Communication between staff members

The College encourages best practices in communication between management and various departments; between departments; between grade heads and class teachers and subject teachers; and between teaching staff and administrative and maintenance staff.

- 3.3.1 Good personal relationships between staff members are encouraged.
- 3.3.2 Communication should always aim at strengthening relationships and not breaking them down.
- 3.3.3 Regular departmental and subject meetings are encouraged.
- 3.3.4 The timing of managerial meetings within the "management loop" is highly recommended: SMT → MMT → STAFF → MMT → SMT
- 3.3.5 New teachers are allocated staff mentors and are properly orientated at the beginning of their term of employment.
- 3.3.6 Notices are posted in the staffroom in an accessible area for teachers and are updated regularly.
- 3.3.7 Announcements made in the staffroom in the mornings are also e-mailed and sent on WhatsApp to all teachers.

3.2 Communication between Staff members and Students

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- 3.2.1 The ethos of the College always applies. The following values are important to us:
 - 3.2.1.1 All communication should be respectful, acknowledging the other party's dignity and right to privacy.
 - 3.2.1.2 Teachers should be proper role models in the way in which they communicate with students, maintaining the principles of courtesy, virtue, and good taste always.
 - 3.2.1.3 Communication should always aim at strengthening relationships and not breaking them down.
 - 3.2.1.4 The tone of voice and register used in communication with our students should be becoming a positive and constructive educational environment.
 - 3.2.1.5 Students shall treat all staff members, including the administrative and maintenance staff, student teachers, and substitute teachers with the utmost respect and courtesy.



- 3.2.1.6 The maintenance staff is responsible for creating an orderly, safe, and clean environment. They must be treated with professionalism, dignity, and respect always.

3.3 Communication between Teachers and parents

- 3.3.1 Maintaining clear communication between teachers and parents is important in achieving the objective of educating our students to the highest standards. The following means of communication are important:
 - 3.3.1.1 The progress report at the end of each term. This document should be accessible, clear, and accurate.
 - 3.3.1.2 Phone calls, letters, and e-mails: These should be responded to within 24 hours.
 - 3.3.1.3 The College Communicator.
 - 3.3.1.4 The College/School newsletter.
 - 3.3.1.5 Formal and informal parent meetings at the request of either party at a time convenient to both parties.
 - 3.3.1.6 The guidelines for courteous and effective communication apply to all means of communication.

3.4 Communication with other partners in education and the community

- 3.4.1 We must ensure that the other person's rights to dignity and privacy are always maintained.
- 3.4.2 Ensure² that professional protocols are followed in communication, especially on counselling issues that may involve medical doctors, psychologists, counsellors, and social workers.

4. Review and Evaluation:

- 4.1 The following are indicators to gauge the success and effectiveness of the policy:
 - 4.1.1 Annual evaluation of communication strategies and practice based on evaluation questionnaires.
 - 4.1.2 Evaluation of the last changes implemented.
 - 4.1.3 Evaluation of the general satisfaction with communication in the College and the opportunity to give feedback on communications.
- 4.2 To achieve this, a monitoring protocol must be set in place:
 - 4.2.1 Who will be responsible for the evaluation process?
 - 4.2.2 How will the monitoring process be set in place and conducted?
 - 4.2.3 The communication monitor group will assess whether the policy was implemented well if it is working effectively etc.

5. Action plan:

- 5.1 In-service training will take place in areas that show up as less efficient.
- 5.2 New staff members will be taken through an induction programme to acquaint themselves with the communication policy, protocol, procedures, and channels at the beginning of their term of employment.

² Also see Counselling Policy AND Data Management Policies.



6. STRATEGIC PLANNING

- 6.1 Strategic planning will be done by the College Management on an annual basis.
- 6.2 A document will be drafted with strategic goals that will be addressed over a period.

SEE THE CURRENT STRATEGIC PLANNING DOCUMENT

7. COMMUNICATION FOR MARKETING PURPOSES

- 7.1 The Data management policy refers
- 7.2 If the personal data (name, photograph, any written word or project that represents the child's views, or any personal detail of the child or his/her parents) of any person related to the College (i.e., students, staff members, parents or any other person) is used for marketing purposes, the child's consent, as well as the consent of "a reasonable person" (normally the parent or guardian) is needed before publication in printed or electronic media.
- 7.3 Consent must be written (can be in electronic formats, such as an encrypted text message or e-mail).
- 7.4 The use of personal data in marketing may not force the child to participate in any activity.
- 7.5 A child or parent must be informed of the purpose, time, and place of publication.
- 7.6 A child or parent has the right to withdraw consent at any moment should they choose to do so. The publication of data must then be withdrawn.

8. Google Form Standard Operating Procedures:

The following procedures **must** be adhered to when sending out Google Forms to parents.

- 1. Google Forms are to be created for **ALL** communication with Parents.
- 2. The staff member responsible for the communication must create the Google Form.
- 3. Use the following email address: cbcforms2020@gmail.com
Password: CBCSTJOHNS1324
- 4. The person editing the Google Form must be given access to the Google Form, i.e., he/she must be made a 'co-creator'. (Mrs Fernandes and Mr Boltler) Best to create the Google Form on **cubiform** so that access is direct and editing changes can be made.
- 5. Every Google Form must start by requesting the surname and name of the child and the surname and name of the parent. Please use separate fields/entries for name and surname in all instances.
- 6. Once the GF has been created the staff member emails the link to Mrs. Fernandes who checks it and in turn emails it to the editor.
- 7. The editor checks the GF and sends it back to Mrs. Fernandes while cc'ing the staff member responsible.
- 8. Mrs van Vuren also checks the GF.
- 9. Mrs. Fernandes must inform Mr. Naidoo in the Finance Department if GF requires billing to parents or if finance related.
- 10. Mrs. Fernandes then emails the GF link to parents through Edupac.
- 11. The staff member responsible for the GF may post the link, sent to him/her by Mrs. Fernandes on Parent WhatsApp groups but only once Mrs. Fernandes has sent it out to parents on Edupac.
- 12. The initiator of the GF is responsible for the analysis and dissemination of information gleaned from the GF to the relevant/concerned parties e.g., Team managers, coaches, etc.
- 13. Google Forms must be prepared and sent to Mrs. Fernandes at least five working days before the event. Verbal warnings will be issued for late communications and the event will not take place.



9. From January 2023 all communication to parents will be via WhatsApp groups rather than the Class Dojo App which has been used in the past. This applies to all Grades; R to 12