

Kew Primary School Communications Plan

Our School Motto : 'Be Worthy'

Name of School: Kew Primary School

Date: 28 August 2013

1. Background:

Kew Primary School aims to develop a more inclusive, transparent and consistent approach to our communications, to build a stronger sense of community amongst parents, students, staff and the broader community.

The Communication Plan is for a period of 3 years.

The Communication Plan supports the Strategic Plan to create a positive environment which encourages co-operation, risk taking in learning, effective communication between teachers, students, peers, positive behavior and the development of self esteem.

2. Objectives:

To establish a strong sense of community amongst all key stakeholders by increasing communication and participation and building a new identity for our school by:

- Increase communication amongst parents, teachers, students, School Council, PTA and other participants at Kew Primary School;
- Strengthen parent / caregiver participation in the school so our school community can work harmoniously, holistically and creatively as a team where individual skills and abilities are celebrated;
- Increase school funding through grants, fundraising and voluntary contributions through targeted, transparent and integrated programs / activities;
- Communicate the positives of our school in the broader community.

3. Target audience:

- new and potential parents
- existing parents
- present students
- local community
- local media
- past students
- potential funding stakeholders / community organisations

4. Key messages:

Parent and community involvement

- a welcoming and friendly school
- a public school where strong parent support is highly valued
- valued partnerships with parents and the wider community
- weekly newsletters / bulletins, a School blog and student alumni
- year level newsletters once or twice per term on curriculum, learning and social activities, and new resources purchased that enhance learning
- Parents are able to contact teachers by email and make appointments to discuss any matters
- Class representatives for each class to support communication between teachers and parents and support the class room teacher
- School Assembly every Friday afternoon that includes curriculum updates, Teacher's News,

Sports News and Results, Information on Community Events and Celebration of students' achievements

- Welcoming social activities incl. Peppercorn School BBQ in Term 1 & 4, Fun Trivia night, Working bees, etc.
- Parent teacher interviews in last week of Term 2
- PTA flyers / newsletters to inform parents/carers of events and activities to encourage a welcoming environment and to help fundraise for particular learning or physical resources.
- School Council Sub Committees
- Grant applications to increase funding
- Buddy system for first time prep parents – paired up with an 'experienced' prep parent.
- Active School Council comprised of parents, teachers, Principal / Assistant Principal that meets monthly in terms times to progress school business. Parents are welcome to join School Council or attend School Council meetings to understand the running of the school.
- School Council President is available via email for any queries regarding school council.

Student Wellbeing

- CARE tree program to support Co-operation, Acceptance, Respect and Excellence.
- Buddy programs to support leadership and integration
- Effective welfare and discipline programs
- Programs that foster leadership and social responsibility
- Programs that build confidence and self esteem through restorative practice
- Year 6 leadership programs
- Cross Cultural events
- Junior School Council
- Staff are provided with latest research on bullying and resilience
- Opportunity for students to raise money for different charities throughout the year.

Facilities

- Oldest school in Kew with exciting open planned learning centre for senior students
- Well maintained grounds with hard court playing surfaces, a grassed oval and quiet seating areas
- Student vegetable garden plumbed to water tanks to support sustainability
- Modern art facilities to support a range of activities
- iPad program at years 3-6 to promote engagement in learning
- Modern and well-resourced library
- Well-maintained oval and excellent gymnasium
- Areas designated for Preps, middle school and upper school.
- Second hand uniform shop
- Health eating program in school's canteen
- Computer pods in all general purpose rooms
- Comfortable classrooms and flexible learning spaces
- Music and performing arts centre
- School community building for after school care program (OSHCLUB)

Teaching & Learning Programs

- Vibrant programs in the Arts, Physical Education and French
- *English as a additional language; (EAL)*
- *Professional learning for teachers*
- Reading support program
- Differentiated learning in classrooms to support individual learning needs
- Science and humanities subjects taught through inquiry learning
- Trial of an immersion program in the Arts through the Content and Language Integrated Learning Initiative
- Excursions and incursions integrated into school's curriculum
- Tuakana Teina – Prep reading program with Grade 6 students

- House and District athletic events, bicycle education programs and Inter-school sports
- Swimming program integrated into school's physical education program
- Athletics program provided to every student for use at home
- Annual camps for Grade 4 – 6 students to build independence, confidence and resilience

Extra curriculum programs and partnerships

- Drama Club
- School choir and band
- Chess club
- Music programs – Piano, violin and guitar
- Tennis programs available before school

5. Evaluation plan (Measures of Success):

- Increase in voluntary contributions 10% year on year
- Increase in parent and community attendance at meetings
- Increase in grants, fundraising and sponsorship support
- Increase in parents subscribing to newsletter
- Increase in the number of readers of the blog
- Number of positive stories in local media i.e. one per term
- Increase in participation in community events
- Number of new enrolments
- Parent / student / staff satisfaction surveys

6. Issues/risks (SWOT)

Strengths of our school:

- we have highly qualified, experienced and nurturing staff
- we have a leadership structure with the appointment of two Leading Teachers
- we adopt a healthy eating program across the school
- we are sensitive to the needs of children with allergies
- we achieve strong results in NAPLAN
- we have an effective CARE program from Prep – Grade 6
- we are a welcoming community school
- we have good performing arts facilities
- we have a strong welfare and student management program
- we offer a wide range of extra-curricular activities
- we have successful sporting teams coached by experienced staff
- we are a caring and nurturing learning environment
- we have access to technology to support integrated learning
- we have attractive classrooms and some landscaped grounds
- we have a uniform policy supported by students and parents
- we have developed effective support programs to boost literacy and numeracy
- we have computers in each classroom
- we are a happy, safe and orderly school
- we have a strong learning culture
- we insist on high standards in learning and behaviour
- we take pride in our school reports and receive positive feedback from parents
- we have a strong professional learning program for teachers
- we have a resilience program being taught through the school
- we have a junior school council that champions student issues and supports planning across the school
- we are a multicultural school with a range of different backgrounds and ethnicities
- we provide leadership opportunities for Year 6 students

Some weaknesses might be:

- improve our relations with local media
- improve the consistency in our communication with parents
- some of our school buildings and facilities need continual maintenance
- increase communication about the use of voluntary contributions
- improve individualized learning programs to cater for both ends of the spectrum i.e. Science Talent Search, Maths Olympiads, etc.

Some opportunities might be:

- improve communication of School Council outcomes within the school community
- build upon our supportive local school network including sharing resources with feeder schools
- maximise the enthusiasm of new staff with fresh ideas
- strengthen the alumni and advocacy support from former students
- increase the number of parents who pay voluntary contributions or access additional funding sources
- increase the involvement of local sponsors
- continue to gain positive media coverage through our effective relationship with local media
- provide the facility to capture donations
- provide opportunities to integrate prep parents into the school community
- increase student voice through school blog to profiles achievements, activities and junior school council news
- increase support / facilities for children with special needs
- increase programs available for gifted children
- translate correspondence to reflect multicultural school community
- consider introducing electives to cater for individual learning needs
- consider Mandarin as a language given Australia's reliance on China (in lunchtimes / after school);
- focus on becoming a 5 star environmental school.

Some threats might be:

- time to recruit Principal could have an impact on current / new enrolments and staff retention
- lack of funding for specialist programs / facilities given building maintenance issues
- negative media coverage of our school previously
- unclear dispute resolution procedure / process.

Appendix A :School Communications Plan/Action Planner

1. Increasing communication to and from parents, teachers, students, School Council, PTA and other participants at Kew Primary School

Communication tactics	Target audience	Frequency	Responsibility	Implementation Date
Give new parents a welcome kit to Kew Primary School	New parents / new students	Prior to start of school	Prep Coordinator Prep teachers Principal	
Hold Prep Parent Information Night and include facility for parents to pay VC's	New Parents	Second week of Term 1 (pack offered again)	Prep Coordinator Prep teachers Principal	
New Prep Orientation days to include prep parent briefings	New Parents	Term 4 before commence (give out pack)	Principal Assistant Principal	
Buddy system for Prep parents new to school	New Parents	First day of Term 1	Principal Assistant Principal Existing parents	
Prep Welcome Cards	New Parents / New Students	Term 4 before commence	Prep teachers (Card to be developed by J.Campbell)	
Update Website	Existing Parents New Parents	Term 3	J. Campbell R. Woolven	
Friday Assembly Flyer	Existing Parents	Term 3	J. Campbell	Completed
Year Level newsletters to be send via email and website - Prep, 1 & 2 - Grades 3-6	Existing Parents	Twice per term (at start / midpoint) During Term	Teachers	
Class Rep Guidelines to be endorsed by School Council and implemented in 2014	Existing Parents	Term 3	N. McConnon developed Circulated to teachers / Class Reps for input	
Class Reps briefed on responsibilities / importance of role	Existing Parents	Term 1	Principal Assistant Principal	
School Council agenda / meeting updates posted on website / newsletter	Existing Parents	Term 2 - ongoing	School Council President	
School Council photos on website	Existing Parents	Term 3	J. Tomlins / School Council	
A blog on School Council priorities	Existing Parents	Term 1	J. Tomlins / School Council President	

School policies added to website	Existing Parents	Term 3 onwards	Convener Policies Sub Committee	
Class list emails to be available at start of Term 1 – notify school community of change in approach	Existing Parents	Term 3	J. Coleman	
Leading Teachers communicate key updates to teachers	Teachers	Term 3 - weekly	Leading Teachers	

2. Strengthen parent / caregiver participation in the school so our school community can work harmoniously, holistically and creatively as a team where individual skills and abilities are celebrated.

Communication tactics	Target audience	Frequency	Responsibility	Implementation Date
Encourage parent participation in PTA, SC sub committees, canteen, class room helper, etc.	Existing Parents	Ongoing	PTA, School Council, Teachers, Principal	
Circulate minutes from Sub Committee meetings and PTA so all groups aware of activities	Existing Parents	Monthly	Convenors / PTA President	

3. Increase school funding through grants, fundraising and voluntary contributions through targeted, transparent and integrated programs / activities.

Communication tactics	Target audience	Frequency	Responsibility	Implementation Date
Increase voluntary contributions through:				
<ul style="list-style-type: none"> - Monthly communication in blog; - Term communication in newsletter; - Prep parent info evenings 	Existing Parents	Term 3 and then ongoing Term 1	J. Tomlins Teachers School Council Rep	
Barometer outlining achievement to date.	Existing Parents	Term 3 with regular updates	L. Avantes	
Map out current VC process and develop a proposal for 2014 Investigate VC categories	New / Existing Parents	Term 3	J. Coleman J. Whelen For SC approval	September 2013
Funding and Building & Grounds Sub Committee to work closely re: applying for grants in line with agreed projects	Existing Parents / New Parents /		Funding & Building & Grounds Sub Committees	

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4. Communicate the positives of our school in the broader community.

Communication tactics	Target audience	Frequency	Responsibility	Implementation Date
Secure Local Leader Press grant and obtain article in local newspaper	New / Existing Parents Local Community	Term 3	Funding Sub Committee	Completed - August 2013
Source ANZAC Centennial Grant for war memorial and link in with community groups	Local Community	Term 3-4	Funding Sub Committee	
Apply for CUA Grant and promote in community to secure most votes	Local Community New / Existing Parents	Term 3	Funding Sub Committee	Completed
Local newspaper coverage three times per year	Local Community New / Existing Parents	Ongoing	Funding Sub Committee Principal	
Attend Bendigo Bank grants evening Apply for Bendigo Bank grant	Local Community	Term 3	PTA / Funding Sub Committee	Completed Completed