

## Communications Policy

### 1. Introduction

At Baldivis Secondary College we believe close links between the classroom and the home are vital in ensuring all students achieve to their maximum potential.

Baldivis Secondary College believes that effective parent engagement is beneficial to successful student learning and wellbeing outcomes. The school is focused on ensuring a meaningful partnership between parents, teachers and school leaders with shared goals regarding maximising outcomes for students.

A significant contributor to a high level of parent engagement and resulting satisfaction with the outcomes for students lies in the way in which the school communicates with parents, staff and the broader community.

This communications plan shows how effective communications can:

- create effective engagement with parents and the broader community
- contribute to strong relationships between staff, students and parents
- demonstrate the success of our work and that of our students
- ensure that the school is open and transparent in its communication
- build trust and confidence and improve perceptions

### 2. Vision and Pillars

Our vision is to provide a high-quality school experience for each and every student that promotes learning and wellbeing, and equips them with the knowledge, skills, and dispositions to achieve personal excellence in all they do and ultimately be the best that they can be. Our vision is embedded in everything we do.

At Baldivis Secondary College through our pillars, we strive to:

- develop students who are literate, numerate, take ownership of their learning, and equipped with the academic behaviours and social skills that will enable them to succeed at school and beyond.
- support educators to design and deliver high quality, effective and engaging instruction that supports all learners.
- connect purposefully with each-other and foster an optimistic, creative, culturally rich and socially connected community.
- provide a positive school climate that promotes staff and student wellbeing, safety and positive relationships so that everyone can reach their full potential.

### 3. Rationale

We aim to have clear, effective, and positive communication to ensure every student is succeeding through:

- establishing clear expectations for relational and timely responses to engage all stakeholders.
- building and strengthening partnerships based on mutual respect, dialogue, and courtesy.
- establishing positive lines of communication between home and school, utilising a broad range of contemporary communication channels.
- clear, concise, coherent, and cohesive communication managed in a timely manner across all channels, establishing collaborative opportunities for parents to share their opinions and needs and to participate in their child's education.
- ensuring a solution focused approach to problems that are raised.
- managing confidential information in a manner consistent with community expectations, professional standards, and legal obligations.

- acknowledging rights and responsibilities of all stakeholders.

## 4. Objectives

- Promote the school's vision, pillars, and achievements.
- Ensure parents are fully informed about classroom requirements, events and whole school activities giving as much notice as possible.
- Ensure staff are fully informed about requirements, events, and expectations in a timely way.
- Provide parents with the avenue to communicate their concerns with teachers with a clear path to take these further if needed.
- Respond quickly to all requests for information, appointments and when concerns are raised, by acknowledging within one working day and responding within two working days.

## 5. Principles

While communication processes will vary in different situations, the ultimate purpose is to ensure a clear and transparent message leading to a shared understanding of expectations.

All communications will be in plain English and be:

- Professional
- Relevant
- Timely
- Consistent
- Accurate

## 6. Key Stakeholders

Key stakeholders include:

- Students
- Parents and caregivers
- Staff
- Parents and Citizens Association (P&C)
- School Council
- Broader community
- Prospective parents
- The Department of Education, including the South Metropolitan Regional Office

## 7. Communication Plan

**See Appendix 1:** Communication to Parents

**See Appendix 2:** Communication to Class Teachers

**See Appendix 3:** Communication to School Administration/Executive

## 8. Tools

### 8.1 Flyers and Handouts

- [About Communication](#)
- [Connect Parent Guide](#)
- About Task Mark Reports
- Why Pay Contributions and Charges

### 8.2 Scripts

- [Introductory Letter](#)
- [Organisation Letter](#)

## Appendix 1: Communication to Parents

College Communication to Parents/Caregivers - General Information			
Mode	Details/Expectations	Audience	Lead
<b>College newsletter – BSC News</b>	<ul style="list-style-type: none"> <li>Twice a term - Week 5 and Week 10.</li> <li>Produced in MS Sway</li> <li>Distributed via Email and link posted on college website</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> <li>Broader community</li> </ul>	<ul style="list-style-type: none"> <li>Principal</li> <li>PR Officer</li> </ul>
<b>P&amp;C News</b>	<ul style="list-style-type: none"> <li>P&amp;C update included in BSC News</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> <li>Broader community</li> </ul>	<ul style="list-style-type: none"> <li>P&amp;C President</li> <li>Principal</li> <li>PR Officer</li> </ul>
<b>Connect</b>	<ul style="list-style-type: none"> <li>Important timely school information</li> <li>Administration/ Teacher to parent contact.</li> <li>General broadcasts – whole-school and cohort.</li> </ul>	<ul style="list-style-type: none"> <li>Parents</li> <li>Students</li> <li>Staff</li> </ul>	<ul style="list-style-type: none"> <li>PR Officer</li> </ul>
<b>Email</b>	<ul style="list-style-type: none"> <li>Important timely school information</li> <li>Teacher to parent contact</li> <li>Parent to teacher contact</li> <li>Leadership team and school administration contact</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> </ul>	<ul style="list-style-type: none"> <li>School Administration</li> <li>Year Coordinators</li> <li>Pathways Team</li> </ul>
<b>Letter</b>	<ul style="list-style-type: none"> <li>Important dates – Years 11 and 12</li> </ul>	<ul style="list-style-type: none"> <li>Parents</li> <li>Students</li> </ul>	<ul style="list-style-type: none"> <li>Pathways Coordinator</li> </ul>
<b>SMS</b>	<ul style="list-style-type: none"> <li>Advise of important reminders or last- minute changes in programs or calendar</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>Manager Corporate Services</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>Current, informative, user friendly</li> <li>Links to BSC News</li> <li>Events calendar</li> <li>Curriculum information per Year Level</li> <li>Annual reports, Business Plan</li> <li>School Policies</li> <li>Information regarding Cafeteria and Uniform Shop</li> <li>Fees and charges</li> <li>Payment Plan details</li> <li>Secondary Assistance Scheme</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> </ul>	<ul style="list-style-type: none"> <li>Network Manager</li> <li>PR Officer</li> <li>Principal</li> <li>Manager Corporate Services</li> </ul>
<b>Facebook</b>	<ul style="list-style-type: none"> <li>Promotion of good news stories and school activities</li> <li>Secondary channel for event reminders and urgent changes to routine</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> <li>Broader community</li> </ul>	<ul style="list-style-type: none"> <li>PR Officer</li> </ul>
<b>Consent2Go</b>	<ul style="list-style-type: none"> <li>Information sent electronically through Consent2Go to individual parent/caregiver email accounts for:                             <ul style="list-style-type: none"> <li>Excursions and events</li> <li>third party consent permissions</li> </ul> </li> <li>Paper copies for these events are available upon request.</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> <li>Students</li> </ul>	<ul style="list-style-type: none"> <li>School administration</li> <li>Excursion organisers</li> </ul>

# Baldivis Secondary College

College Communication to Parents/Caregivers - General Information			
Mode	Details/Expectations	Audience	Lead
Electronic Noticeboard	<ul style="list-style-type: none"> <li>Current events</li> <li>Messaging around important initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> <li>Students</li> </ul>	<ul style="list-style-type: none"> <li>Network Manager</li> <li>PR Officer</li> <li>Principal</li> <li>Manager Corporate Services</li> </ul>

College Communication to Parents/Caregivers - Committees			
Mode	Details/Expectations	Audience	Lead
College Board	<ul style="list-style-type: none"> <li>Twice per term.</li> <li>Comprised of elected members from staff, parents students and community</li> <li>Meeting information, agendas and minutes provided via MyCommittee, Connect and Email</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> <li>Broader community</li> </ul>	<ul style="list-style-type: none"> <li>Principal</li> <li>PR Officer</li> </ul>
P&C	<ul style="list-style-type: none"> <li>Twice per term</li> <li>Information and reports provided on school website.</li> <li>Events advertised on noticeboard and on website, Facebook</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> <li>Staff</li> <li>Broader community</li> </ul>	<ul style="list-style-type: none"> <li>P&amp;C President supported by principal and PR Officer</li> </ul>

Communication to Parents/Caregivers – Student Specific Matters			
Mode	Details/Expectations	Audience	Lead
Email	<ul style="list-style-type: none"> <li>School administration to utilise email as preferred mode of communication.</li> <li>Information on emerging matters will be provided to parents/caregivers within two working days</li> </ul>	<ul style="list-style-type: none"> <li>Parent/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>All staff</li> </ul>
Phone	<ul style="list-style-type: none"> <li>School administration to utilise phone communication for matters pertaining to individual students.</li> <li>Response within two days to phone message.</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>All staff</li> </ul>
SMS	<ul style="list-style-type: none"> <li>Advise of individual student absence</li> <li>SMS system designed to send a message if student has been marked absent – twice per day.</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>Attendance Officers</li> </ul>
Face to face meeting	<ul style="list-style-type: none"> <li>Staff to utilise face to face meeting if this is considered the most appropriate method of managing an emerging matter.</li> <li>Response within two days to request for meeting.</li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>All staff</li> </ul>
Parent information	<ul style="list-style-type: none"> <li>Provided early in Term 1 by class teachers:                             <ul style="list-style-type: none"> <li>Welcome email (script)</li> <li>Organisation email (script)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Parents/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>Teaching staff</li> </ul>

# Baldivis Secondary College

Communication to Parents/Caregivers – Student Specific Matters			
Mode	Details/Expectations	Audience	Lead
	<ul style="list-style-type: none"> <li>▪ Parent Communication Guide</li> <li>▪ Connect 'How to' Guide</li> </ul>		

Class Teacher Communication to Parents/Caregivers			
Mode	Details/Expectations	Audience	Lead
<b>Academy Welfare</b>	<ul style="list-style-type: none"> <li>▪ Teacher to advise parent /caregiver of:               <ul style="list-style-type: none"> <li>▪ Awards and commendations</li> <li>▪ Emerging problems with student or concerns.</li> <li>▪ Failure to submit an assessment item.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Parent/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Class teachers</li> </ul>
<b>Email</b>	<ul style="list-style-type: none"> <li>▪ Teacher to advise parent /caregiver of:               <ul style="list-style-type: none"> <li>▪ Student being at risk of getting a D or E grade or a lower grade than the previous reporting cycle.</li> <li>▪ other relevant matters</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Parent/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Class teachers</li> </ul>
<b>Phone</b>	<ul style="list-style-type: none"> <li>▪ Teachers to utilise phone communication if this is considered the most appropriate method of managing the emerging matter.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parents/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Class teachers</li> </ul>
<b>Face to face meeting</b>	<ul style="list-style-type: none"> <li>▪ Teacher to request appointment via email to parent if a face-to-face meeting is most appropriate method of managing the emerging or ongoing matter.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parents/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Class teachers</li> </ul>
<b>Parent information</b>	<ul style="list-style-type: none"> <li>▪ Provided early in Term 1 by class teachers:               <ul style="list-style-type: none"> <li>▪ Welcome email (script)</li> <li>▪ Organisation email (script)</li> <li>▪ Parent Communication Guide</li> <li>▪ Connect 'How to' Guide</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Parents/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Class teachers</li> </ul>
<b>Student Reports</b>	<ul style="list-style-type: none"> <li>▪ Completed by class teachers.</li> <li>▪ Available at the end of each semester.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parents/caregivers</li> <li>▪ Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ DP in charge of Reporting to Parents</li> <li>▪ School Administration</li> </ul>
<b>Parent Teacher Meetings</b>	<ul style="list-style-type: none"> <li>▪ Arranged as a whole school event twice yearly.</li> <li>▪ Dates are advised with at least six weeks' notice.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parent/caregivers</li> </ul>	<ul style="list-style-type: none"> <li>▪ DP in charge of Reporting to Parents</li> <li>▪ School Administration</li> </ul>
<b>Task Mark Reports</b>	<ul style="list-style-type: none"> <li>▪ Task Mark Reports are sent after each assessment.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parent/caregivers</li> <li>▪ Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ Class Teacher</li> </ul>
<b>Connect</b>	<ul style="list-style-type: none"> <li>▪ Course Outline and Assessment Outline posted on Connect for each subject/course in Week 1 of Term 1 for year-long courses and in Week 1 of the appropriate semester for semester-long courses.</li> <li>▪ Refer to <a href="#">Connect protocols</a> document</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parent/caregivers</li> <li>▪ Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ Class Teacher</li> </ul>

## Appendix 2: Student Services Communication

Student Services Communication to Parents/Caregivers and Staff			
Mode	Details/Expectations	Audience	Lead
<b>Connect</b>	<ul style="list-style-type: none"> <li>Weekly Year Coordinator message to cohort outlining upcoming events, important notices and information to students &amp; parents. Inform parents of communication protocols to Student Services i.e., when to contact Year Co</li> </ul>	<ul style="list-style-type: none"> <li>Parents &amp; students</li> </ul>	<ul style="list-style-type: none"> <li>Year Coordinators</li> </ul>
<b>Senior Leadership Team</b>	<ul style="list-style-type: none"> <li>Regular agenda items to lead the SLT, both for ongoing reminders and items that may require more immediate attention. Processes, upcoming events and assemblies, camps etc.</li> </ul>	<ul style="list-style-type: none"> <li>All staff through CTL's</li> </ul>	<ul style="list-style-type: none"> <li>Student Services Managers</li> </ul>
<b>Briefings</b>	<ul style="list-style-type: none"> <li>Fortnightly briefings during homeroom to build culture and connection, promote activities and reinforce standards and pillars</li> </ul>	<ul style="list-style-type: none"> <li>Students and staff</li> </ul>	<ul style="list-style-type: none"> <li>Year Coordinators, Exec team and student leaders</li> </ul>
<b>Staff Lowdown</b>	<ul style="list-style-type: none"> <li>Fortnightly contribution to Lowdown communicating specific SS processes, student referral procedure (traffic light system) good standing events, briefing topics, relevant SEL professional learning and services offered</li> </ul>	<ul style="list-style-type: none"> <li>All staff</li> </ul>	<ul style="list-style-type: none"> <li>Student Services Managers</li> </ul>
<b>BSC staff handbook</b>	<ul style="list-style-type: none"> <li>Processes, policies, referrals etc.</li> </ul>	<ul style="list-style-type: none"> <li>All staff</li> </ul>	<ul style="list-style-type: none"> <li>Student Services Managers</li> </ul>
<b>All staff email</b>	<ul style="list-style-type: none"> <li>Communication of briefings/assemblies (topic and procedures)</li> </ul>	<ul style="list-style-type: none"> <li>Once termly email (commencement of term) with reference to staff handbook</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<b>Parent emails</b>	<ul style="list-style-type: none"> <li>Regular parent emails outlining upcoming events, important notices and information to parents. Inform parents of communication protocols to Student Services i.e., when to contact Year Co</li> </ul>	<ul style="list-style-type: none"> <li>Parents and families</li> </ul>	<ul style="list-style-type: none"> <li>Year Coordinators</li> </ul>
<b>Student Services Handbook</b>	<ul style="list-style-type: none"> <li>Processes, policies, referrals etc.</li> </ul>	<ul style="list-style-type: none"> <li>One copy located in each curriculum team office</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<b>Social media</b>	<ul style="list-style-type: none"> <li>Tell stories, highlight partnerships, promote good standing and whole school events</li> </ul>	<ul style="list-style-type: none"> <li>School community, prospective staff &amp; students, community members</li> </ul>	<ul style="list-style-type: none"> <li>Student Services Managers, Year Coordinator</li> </ul>
<b>College website- Student Services tab</b>	<ul style="list-style-type: none"> <li>Information for college community- student wellbeing resources, good standing events and policy, whole school celebration events, homeroom program</li> </ul>	<ul style="list-style-type: none"> <li>School community, prospective staff &amp; students</li> </ul>	<ul style="list-style-type: none"> <li>Student Services Managers and Student Services DP</li> </ul>

## Appendix 3: Parent Communication to College

Teachers are teaching between 8.30am and 2:40pm and may not have the time to contact parents during the day, as their priority is to our students.

Parent/Caregiver Communication to Teachers Regarding Specific Student		
Mode	Details/Expectations	Response Expectations
<b>Email</b>	<ul style="list-style-type: none"> <li>Contact teacher directly outlining information required, or details of issue or concern relating to student or classroom.</li> </ul>	<ul style="list-style-type: none"> <li>Response from teacher within two working days.</li> <li>If the matter is complex, a full response may take longer. Parent will be advised if this is the case.</li> <li>Teachers are not expected to respond during evenings, weekends, or holidays.</li> </ul>
<b>Phone</b>	<ul style="list-style-type: none"> <li>Contact school administration and leave a message for teacher, giving brief details of issue or concern.</li> </ul>	<ul style="list-style-type: none"> <li>Response to message within two working days.</li> <li>Teachers are not expected to respond during evenings, weekends, or holidays.</li> </ul>
<b>Face to face meeting</b>	<ul style="list-style-type: none"> <li>Parent/caregiver to request appointment via email to teacher</li> </ul>	<ul style="list-style-type: none"> <li>Response to request within two working days</li> <li>Teachers are not expected to respond during evenings, weekends, or holidays.</li> </ul>

Parents are encouraged to communicate or make an appointment with the appropriate member of the Leadership Team to assist with questions, concerns, and significant issues. The avenues to follow before contacting the Leadership Team are outlined in the table below.

Once these avenues have been explored, if there is a need to refer the matter to the Leadership Team contact the member of the team who is line manager for the year level by email or phone. Response will be provided within two working days. Members of the Leadership Team are not expected to respond during evenings, weekends, or holidays.



## Appendix 4: Communication Tree

If a parent wishes to discuss an issue that they consider may affect the whole school, or relates to a school policy matter, contact the Principal via the Administration, or by email.

Parent/Caregiver Communication to Executive/Team Leader	
Mode	Contact
Academic performance	▪ Class Teacher
Unusual class or yard behaviours	▪ Year Coordinator
Change in attitude to school	▪ Year Coordinator
Health/mental health concerns	▪ Year Coordinator
Fees and charges	▪ Finance Team
Career Guidance	▪ Career Practitioner
Course changes – Years 11 and 12	▪ Pathways Coordinator