

# Penryn College

## Staff Communication Policy

**Approved by:** Full Governing Body

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**Responsible SLT member:** Sally Price

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## **Statement of intent**

Penryn College is committed to maintaining effective communication between staff within the school.

This policy sets out the aims of the school with regard to internal communication, and the responsibilities of the school, to its staff members and parents.

The School aims to promote effective communication between pupils, members of staff, parents, stakeholders and all members of the school community through the following means:

- Having a clear and professional communication strategy in place to keep parents and carers well-informed about their child's educational progress and any other matters related to their child's overall wellbeing
- Improving the quality of education by ensuring there is a robust process in place for consultation between the school, parents, staff members and pupils on key areas
- Monitoring and evaluating communication issues through regular meetings with staff, parents and members of the school community
- Developing a reliable online presence in order to build a positive reputation for the school within the wider community

## **1. Legal framework**

This policy has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- Freedom of Information Act 2000
- Education Act 2002
- UK General Data Protection Regulation (UK GDPR)

This policy operates in conjunction with the following school policies:

- Data Protection Policy
- Online Safety Policy
- Child Protection and Safeguarding Policy
- Adverse Weather Policy
- Invacuation, Lockdown and Evacuation Policy
- Complaints Procedures Policy
- Staff Handbook

## **2. Aims and Objectives**

In our school, we strive to maintain clear and effective communications with all parents, carers and with the wider community. Effective communication enables us to share our aims and values by keeping parents and the community well informed about school life. This reinforces the important role that parents and members of the community play in supporting the school. 2.2. We have various strategies for communicating with parents and the community which reflect what we believe is important for our school. 2.3. We make our written communications as accessible and inclusive as possible. We use an easy-to-read font, and add pictures where appropriate. We seek to avoid bias, stereotyping or any form of discrimination. We recognise and celebrate the contributions made by groups represented in our school and community.

## **3. Roles and responsibilities**

The headteacher is responsible for:

- Placing key policies, documents and procedures in areas that maximise their accessibility and usefulness to the entire school community, e.g. on the school website.
- Ensuring that information regarding staff pay and conditions of service is made available to all who are employed at the school.
- Appointing a member of staff with the appropriate skills and knowledge required to fulfil the role.
- Approving all communication-related proposals and materials.
- Overseeing the implementation of this policy.

Staff members are responsible for:

- Ensuring the principles and procedures of this policy are followed.

- Communicating proactively with parents about pupil progress and helping parents to support their child's learning.
- Ensuring that their internal communication with other staff is strong, e.g. passing on relevant information to supply teachers and updating classroom planning files with specific pupil information.

## **4. Internal communication**

### **Communication between members of staff**

Staff will ensure their internal communication, i.e. within the school with other members of staff, is strong, effective, and abides by the procedures outlined in the Staff Handbook and Staff Code of Conduct.

#### Range of Communication Methods

Existing methods of communication include:

Facebook. The school has a Facebook account which is managed by the Web & Social Media Co-ordinator. They are responsible for ensuring the account remains relevant and carries important news and information to keep the Facebook community up to date with events in the school.

Governors Meeting Minutes. The Full Governing Body and its supporting Committees meet at least once per term to monitor the progress of the school and the performance of pupils and staff. Minutes of the meetings can be viewed.

Newspaper, Magazine, Journal, Television and Radio Articles. The school's Press Officer is responsible for ensuring that the school is represented in local media outlets by ensuring that relevant and appropriate events and celebrations are communicated to them in a timely fashion to meet publication or broadcast deadlines.

Noticeboards. There are a number of Noticeboards around the school which are used to pass relevant information to staff.

Staff briefing – a twice weekly briefing to all staff from the Head Teacher, used to communicate important information and staff news.

Weekly School Bulletins/Leadership Bulletins are emailed to relevant staff each week, giving them an update of key messages and information

Questionnaires and Surveys. The school conducts formal surveys with parents, staff and students once per year using an on-line survey tool. Other surveys and questionnaires are carried out on an ad hoc basis as they are required using iPads.

School Email System. The main method of communication within and without the school is through the use of the school email system which can be used for internal communications between staff, between staff and pupils and between pupils.

School Improvement Plan. The Senior Leadership Team, with inputs from other members of staff, is responsible for publishing the School Improvement Plan which is designed to

demonstrate how the school intends to improve its performance and outcomes for the forthcoming school year.

School iPads. Every pupil and member of teaching staff have a school-owned iPad which are used for communicating and teaching. iPads contains various apps and tools to facilitate communication and information sharing. The iPad remains the property of the college but is lent to staff for their time at the college.

School Website. The school website is managed by the Web and Social Media Coordinator who is responsible for ensuring that the website remains relevant and current with news and information for the whole community. They are responsible for uploading information at the request of other members of staff.

X The school has an X (formerly Twitter) account which is managed by the Web & Social Media Co-ordinator. They are responsible for ensuring the account remains relevant and carries important news and information to keep the Twitter community up to date with events in the school.

Virtual School. An adjunct to the school website, the Virtual School allows parents/carers, staff and students to see progress being made and to access critical learning information.

## **5. Emergency communication**

All staff will ensure that the school has their latest contact details, including their address, telephone number and email address, so that they can be contacted in the event of an emergency.

Where an incident affects the whole school community, such as power failure or snow, the school will send all staff an email or text message with information on how the school will be operating, e.g. reduced hours or closure. If the school is closed for more than one day due to adverse weather or similar problem, an update will be posted on the school website at least once a day and email updates will be sent to staff either via heads of Department or directly. The school will also ask the local radio station, name of radio station, to broadcast a closure announcement.

## **6. Email communication**

Email and internet access will be used in line with the school's Data Protection Policy, Online Safety Policy, and Data and Cyber-security Breach Prevention and Management Plan.

All staff will have their own email account, which will be used to conduct all school-related communication – staff will not use their personal email addresses. Emails will not be used as a substitute for face-to-face communication. Staff will consider the best way to communicate according to each individual situation.

Chain emails will not be allowed. Staff will ensure that the sending of attachments is limited to only work-related emails. Under no circumstances will adverts be embedded into emails.

- outside of working hours.

### **Providing support to staff**

- Guidance will be provided to staff regarding email good practice, including in relation to prioritising emails, using filters, and carrying out regular inbox housekeeping.
- Staff will be provided with training in the email systems used by the school, so they are able to implement time saving functions such as Rules, Quick Parts, and view by conversation thread.
- Staff members will be advised not to subscribe to any junk type email chains, in order to reduce emails received.

## **7. Data protection and consent**

The school will abide by its Data Protection Policy and related documentation in all of its communication and when carrying out marketing activities.

Staff members' personal details will not be shared with other members of staff or external agencies without a lawful basis for data processing as outlined in the UK GDPR. Under no circumstances will staff members' personal details be shared with parents.

### **Consent**

The school will ensure its consent mechanisms meet the standards of the UK GDPR in accordance with the school's Data Protection Policy. The school will only accept consent where:

- It has been positively indicated – consent will not be inferred from silence, inactivity or pre-ticked boxes.
- It is given freely, specific, informed, and an unambiguous indication of the individual's wishes.

The DPO and marketing officer will ensure a record of consent is kept, documenting how and when consent was given. The DPO will manage all requests to withdraw consent.

Where the school requests consent for marketing purposes, the request will clearly outline and explain that consent can be withdrawn by the individual at any time. The DPO will vet all consent requests relating to marketing before they are sent out to ensure they comply with the UK GDPR.

Individual's consent will always be sought for the following:

- Written marketing material, including emails, text messages, and letters home.
- Direct social media marketing material, e.g. tagging individuals in posts.
- The use of images and/or videos of pupils, e.g. in the school prospectus, website, and other promotional material.

The school reserves the right to use any data, e.g. photos, that was processed before consent was withdrawn, as consent was given at the point of processing; however, the school will take all reasonable measures to remove any data for which consent was provided before the consent was withdrawn, e.g. photos on social media.

## **8. Monitoring and review**

The efficiency of this policy will be continually monitored throughout the year by the headteacher and governing board. This policy will be reviewed alternate years by the governing board. The next scheduled review date for this policy is December 2025.