

# SPRINGVALE PRIMARY SCHOOL

Established 1981



**PERSEVERE**

## COMMUNICATION POLICY

REDRAFTED : 2016  
REVIEW: 2018

DOCUMENT CONTROL

DOCUMENT DETAILS

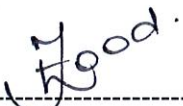
ITEM	VALUE
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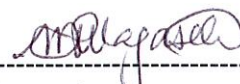
REVISION CONTROL

REVISION	DATED	REVISED BY	DESCRIPTION OF MAJOR CHANGES
1	2007		
2	2008		
3	2010		
4	2012		
5	2015	SGB	

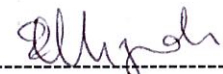
ADD DOJO-AS LATEST COMMS METHOD OF TEACHER TO  
 PARENT  
 AMEND PLAN FOR NEW PERIOD

SIGNATORIES

  
 -----  
 F Wood  
 Principal

  
 -----  
 N Magasela  
 SGB Chairperson

  
 -----  
 N Vallabh  
 SGB Deputy Chairperson

  
 -----  
 E Muzenda  
 SGB Policies & Procedures

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## 1. PREAMBLE

The objective of the Springvale Primary School communication policy is to foster a strong communication culture between the school, parents, learners, staff and the community. SPS communication policy aim to increase the participation of parents in the school activities and initiatives; promote positive and productive relationship between the school, parents, learners and the wider community; ensure openness and transparency in decision-making; generate engagement and support from parents and community in school development programs; partnerships with families and community agencies to help students to reach their potential; supporting teachers and students through targeted programs to increase participation and build advocacy and support for future funding and anticipated legislation. SPS currently use communication channels that are effective to communicate to parents, learners, staff and the community.

## 2. INTERNAL COMMUNICATION

Internal communication at SPS occurs between the Management Team and students via formal (in writing) and informal (verbal) communication channels to inform and engage Teachers communicate with students both verbally and in writing as well as through an intercom system for informal communication.

Springvale strives to resolve disputes amicably internally as far as possible. In the event of a dispute, the school has a hierarchical system in place for formal communication escalation process that should be followed in this specific order: *refer to point 5*.

1. Student as the case may be
2. Teacher
3. Head of Department
4. Deputy Principal (if applicable)
5. Head of Phase (e.g. Intersen phase)
6. Principal

## 3. EXTERNAL COMMUNICATION

The school communicates with parents, PTA, SGB and the community.

### 3.1 General Communication with parents

Communication with parents can be divided into two areas:

- a. Communication with the entire parent body (general communication).
- b. Communication which takes place, for example, between members of staff and individual parents.

### 3.2 General parent body

The school currently makes use of the following strategies in order to communicate with our parents:

- a. **Circulars** are sent home via the children when there are specific activities or events which require parent notification, such as AGM's.

- b. **Kgotlella** is our weekly newsletter which is accessed by parents electronically by going to Resources on the D6 Communicator.
- c. **D6 Communicator** is available to our parents either via their computer or internet enabled cell phone.
- d. **School Website** contains information about Springvale Primary School.
- e. **Saspac Global** is accessed by parents using their computers, to view information regarding their child; it includes the child's personal details, assessments each term, address information, school fee account, misdemeanours, etc.
- f. **SMS** is used to communicate a specific arrangement or reminder to parents. It is also used for detention notification.
- g. **Communication with parents without electronic means (all parents of Springvale children have supplied cellphone numbers).**  
The School must ascertain in the beginning of each term whether parents have access to the D6 communicator, if not, information must be sent in written form.

→ KOD 0510

#### 4. INDIVIDUAL PARENTS

- a. **SMS:** The school can send a sms to a parent or parents on a specific request from a teacher. This means of communication is often used when parents cannot be reached.
- b. **Email:** Parents can email the school or specific members of staff. Emails can also be directed to the SGB and PTA.
- c. **Email addresses are:** SGB@Springvale; finance@springvale etc; **these emails are forwarded to the Chairperson and Secretary of the SGB.** An acknowledgement of receipt should be forwarded by the Chairperson.
- d. **A letter or Notice:** Taken home by a child and given to a parent. E.g. notice for detention; event / activity notification etc.
- e. **School diary:** All information regarding demerits are entered in the back of the diary to be signed by a parent. Teachers and parents may use the diary to communicate as parents must sign the diary daily.
- f. **Telephonic communication:** A parent can leave a message for a teacher by phoning the school and leaving a contact number with the admin office staff. Similarly, a teacher can speak to a parent by calling them on the landline from the office.

#### 5. DISPUTE RESOLUTION

In the event of a major crisis, it is essential that an effective communications plan is prepared to disseminate timely, accurate information and to ensure that inquiries are channelled appropriately:

Parents are encouraged to first resolve any issues/ enquiries/ disputes with the relevant teacher prior to approaching the HoD, Headmaster or SGB

The hierarchy of communication is as follows:

1. Student as the case may be
2. Teacher
3. Head of Department

4. Head of Phase (e.g. Intersen phase)
5. Deputy Principal
6. Principal
7. SGB

Springvale strives to resolve disputes internally as far as possible

## **6. COMMUNICATION STRATEGY**

The purpose of the SPS communication strategy is to;

- To increase the participation of parents in the School initiatives
- Promote positive and productive relationship between the school, parents, learners and the wider community
- Establish an effective communication strategy that will address both internal and external communications for parents, learners, educators, staff and the wider community
- Ensure openness and transparency in decision-making
- Generate engagement and support from parents and community in school development programs
- Partnerships with families and community agencies to help students to reach their potential
- Supporting teachers and students through targeted programs to increase, build advocacy and support for future funding and anticipated legislation.
- Streamline communication by encouraging the use of appropriate mechanisms and channels of communication

### **6.1 Stakeholder**

The targeted audience for SPS communication strategy are in internal and external stakeholders;

#### **a. Internal stakeholder**

Learners  
Springvale Management Team  
Educators  
School Governing Body  
Parents Teachers Association

#### **b. External stakeholders**

Parents  
Government Department of Education  
General public community  
Business community  
Neighbouring schools

Prospective learners

## **6.2 Communication channels**

SPS has a variety of mediums they use to communicate with the internal and external audience (see 3.2 and 4). Depending on the goal of the specific communication, the role comms plan will change. The primary roles of the communications strategy are outlined below.

## SGB Initiatives communication plan 2016 - 2017

Initiative	Owner	Target Audience	Objective	Channel	Timing
Obtain parent database for targeted "marketing"	Miles	Parents for SPS Learners	<ul style="list-style-type: none"> <li>To obtain diversified skills sets from parents</li> <li>Parents with required skills to voluntarily assist in ongoing school projects</li> </ul>	SPS database Email D6 Communicator School diary Kgotlela	Ongoing
ITC Plan for school: <ul style="list-style-type: none"> <li>Put visualizers &amp; projectors in the classrooms</li> <li>ITC requirement per class</li> <li>Execute as per requirement</li> <li>Equipping teachers with computer/notebooks</li> </ul>	Miles Karen Edith Amy All SPS Teachers	Teachers and learners	<ul style="list-style-type: none"> <li>Introduce ICT in the school</li> </ul>	School learning periods	Ongoing
<b>Sports facilities improvements:</b> <ul style="list-style-type: none"> <li>MC drawings needed to review overall sports facilities plan</li> <li>Tennis courts</li> <li>Athletics track</li> </ul>	Nitesh Faron Nontokoza	SPS learners	<ul style="list-style-type: none"> <li>Improve the sports facilities</li> <li>To provide a world class sports facilities that will enable learners who participate in sports activities to reach their full potential</li> </ul>	Project owners to meet in person with the service providers at the school, on tennis courts and athletic tracks. Follow up meetings must be done via face to face, email and teleconference until the completion of the project	TBC
Determine the land acquisition status	Nontokoza Faron Nitesh	SPS	<ul style="list-style-type: none"> <li></li> </ul>		Ongoing
Attend Digital Education Conference	Miles		<ul style="list-style-type: none"> <li>To keep up to date with the technology trends and apply them to SPS</li> </ul>		



Initiative	Owner	Target Audience	Objective	Channel	Timing
School / Exterior renovation – use walkabout and survey results to assess cost of renovation – initiate RFQ. (Note: output of renovation must generate a maintenance roster)	Nitesh Godfrey Faron	SPS	<ul style="list-style-type: none"> <li>To maintain the appearance for SPS</li> <li>Enhance safety and security</li> <li>Offer protection from potential leaks and other mishaps</li> <li>Save money in the long run with maintenance and repairs</li> </ul>	Project owners to meet in person with the service providers at the school. Feedback on progress will be via emails and SGB meetings. Follow up meetings with the service providers must be done via face to face, email and teleconference until the completion of the project.	Ongoing
Teachers to motivate additional cultural activities and SGB to approve budget accordingly	Faron	SPS Learners and parents	<ul style="list-style-type: none"> <li>To introduce more cultural activities to SPS</li> </ul>	Email D6 Communicator School diary Kgotelela Circular	Idea presented will be planned for 2017
Recycling strategy and action plan	Godfrey Nontoko	SPS	<ul style="list-style-type: none"> <li>To keep the SPS environment and the community clean</li> <li>To encourage all learners to participate in the recycling project and create a win-win situation for everyone</li> </ul>	High value items to be identified and communicated to children – via Circular Email D6 Communicator School diary Kgotelela SMS	Ongoing

Initiative	Owner	Target Audience	Objective	Channel	Timing
Safety improvement plan and action	Godfrey	SPS	<ul style="list-style-type: none"> <li>To ensure that all SPS learners and SMT are in a safe environment</li> </ul>	<p>Project owners to meet in person with the service providers at the school.</p> <p>Feedback on progress will be via emails and SGB meetings.</p> <p>Follow up meetings with the service providers must be done via face to face, email and teleconference until the completion of the project.</p>	Ongoing
Implement music and concerts through focus and dedicated capacity – teacher and time	Faron SMT	SPS learners	<ul style="list-style-type: none"> <li>To encourage learners to participate in music activities</li> </ul>	Music lessons	Idea presented will be planned for 2017
Introduction of additional language	Faron Nontokozi Nitesh	SPS learners	<ul style="list-style-type: none"> <li>To introduce a vernacular language</li> </ul>	School period for vernacular language	Ongoing - Check with Uitsig and Sutherland what they are doing. Also find out if there is a pilot school in our area

Establish alumni	Esnath Miles	SPS learners, former SPS learners, community	<ul style="list-style-type: none"> <li>Stay connected with student base who have grown and developed over the years and can give back to Springvale</li> <li>Create strong relationships between former students, community, government, business and the school</li> <li>To facilitate and encourage alumni to contribute towards improvement of infrastructure and projects for all round development of the current students of Springvale</li> </ul>	Alumni page - online	In progress
Outreach programme - Some attempts made – New ideas required	Esnath Anelize Karen Nontokozo		<ul style="list-style-type: none"> <li>To provide a platform for shared learning experiences;</li> <li>To work together toward the shared goals of developing leadership programmes, sports, cultural activities and educational programmes.</li> </ul>	Email Face to face meetings Telephone	Ongoing
Increase the collection and administration of school fees	Seeni Finance Committee	Parents behind on school fees payments	<ul style="list-style-type: none"> <li>To effectively collect monies owed to the school</li> </ul>	Letters SMS	Ongoing