

## Communication Policy

**Vision:** Grow - Flourish - Achieve

**Mission:** Growing Flourishing Achievers through innovative and sustainable learning environment that fosters academic excellence with holistic development.

### 1. Introduction

The GEMS Founders School, Masdar City (GFA) communication policy is designed to keep clear communication lines with the school community, with defined expectations for parents, students and school employees.

Communicating our mission and institutional goals should be underpinned by the principles of respect for difference and cultural diversity, transparency, equity and fairness with all our community.

### 2. Purpose of policy

This policy articulates the GEMS Founders School, Masdar City commitment to appropriate and effective communication to all stakeholders, both internally and externally. In aim to ensure GEMS Founders School, Masdar City is thriving and successful, we must communicate effectively with students, with parents, with staff and with other members of the wider community. We need to ensure that communications between all members of the school community are clear, professional, timely and appropriate.

### 3. Aims and objectives

All communications at GEMS Founders School, Masdar City should:

- Keep staff, students, parents, carers and other stakeholders well informed
- Be open, honest, ethical and professional
- Use jargon free, plain English/Arabic and be easily understood by all
- Be actioned within the required time
- Use the methods of communication most effective and appropriate to the context, message and audience
- Take account of relevant school and GEMS Education policies
- Be in line with our core values and School Improvement Plan

### 4. Responsibilities

This section details the responsibilities of the different groups within the school.

#### Executive and Senior Leadership Team (XLT/SLT):

- The Principal is responsible for issuing statements relating to major events or responding to media queries relating to the implementation of strategy and the GEMS Corporate Business Plan
- To ensure information is made available to staff in a timely manner and via appropriate channels
- To ensure that staff have the relevant information available to communicate with colleagues effectively
- To maintain open channels of two-way communication and to listen to feedback and comments from all staff, students and parents



- Monitor the effectiveness of the communications strategy and policy

#### **All staff:**

- To communicate regularly with each other, preferably face to face, to ensure information is available and understood within the context of the classroom and working environment
- To use open channels of communication to keep the leadership team and colleagues informed
- All formal meetings should be structured using the GFA meeting template
- Staff will ensure that the relationships with students, colleagues and parents are professional
- Staff, students and parents should always be addressed in an appropriate manner
- Academic staff will not accept friendship requests from parents on social media
- Staff will respond to parents' e-mails/letters within 48 hours (2 working school days)
- Any letter of complaint must be referred to the relevant leadership team member immediately
- Letters to parents must be approved and proof read by the relevant leader before they are sent out
- Parent teacher meetings are held at least twice a year
- Academic staff should not use the Front of House telephones (unless in an emergency or contact parents who arrive late to collect their child)

#### **Communication and Marketing Manager (in collaboration with relevant leaders):**

- The school uses GEMS Connect to send out all important notifications
- A weekly Year group newsletter is written by the Head of Year and uploaded to GEMS Connect and Seesaw on Fridays
- A monthly whole school newsletter is shared with parents via GEMS Connect
- Relevant website and social media content is monitored and updated regularly

#### **Front of House (FoH):**

- The Front of House team, led by the Parent Relations Executive (PRE), attend to all telephone calls.

#### **Internal methods of communication:**

- Microsoft Teams is the primary platform for all internal communication
- All staff receive an induction pack and training providing them with important information about the organisation and procedures within the school
- A school calendar is produced and updated regularly displaying all relevant events
- E-mail is a quick and effective way of communicating information, however, it should not replace face to face meetings where discussion is required
- Microsoft Teams will be used to centralise all school related information
- Leadership and staff meetings are held regularly throughout the year and invitation is sent by the relevant team members
- The Parent Relations Executive (PRE) and Front of House Team should be kept informed about all internal and external school events by the relevant leader
- Teachers are responsible for informing the FoH team of matters that relate to interactions between them and the FoH team. Teachers should use the following e-mails in this case: [reception\\_GFA@gemsedu.com](mailto:reception_GFA@gemsedu.com) or [pre\\_GFA@gemsedu.com](mailto:pre_GFA@gemsedu.com)



- Urgent messages for parents/carers will be sent via GEMS Connect by the Communication and Marketing Manager
- All proposed events, school trips, assemblies, sporting activities etc. must be shared with XLT/SLT/GFA Operations one month prior the event in order to set up appropriate arrangements. A risk assessment and event form must be prepared for any school event and student trip
- If parents are invited to volunteer or participate in school events, the FoH team must be informed ahead time. Parents must sign in/sign out at the reception to receive/return appropriate identification
- Students can only visit the reception during the school day with the note from the teacher. Students who come to the reception without the note will be sent back to their class (unless in an emergency)
- Staff briefings take place every Monday and Friday morning via MS Teams. All staff are expected to attend

## 5. Parental involvement

All staff have the right to be treated with dignity and respect. They should not have to endure abusive, disrespectful, or threatening behavior whilst at work.

Parents should be courteous and respectful. Where this is not the case, and a member of staff considers that a parent is being abusive, disrespectful or threatening, the parent will be asked to stop. If the behavior does not stop, the discussion will be terminated. The school may continue to communicate with the parent but will use another form, such as a letter. Clear guidance is provided in the Parent School Contract.

Similarly, staff will not respond to correspondence that is abusive or threatening. In this case, the leadership team will write to the parent explaining that it is not our policy to reply to such communications. We shall suggest that they communicate in an acceptable manner so that we are able to respond to concerns. GEMS Founders School, Masdar City has a specific policy for addressing complaints, which will be applied where appropriate.

### WhatsApp Groups

GEMS Founders School, Masdar City does not have official WhatsApp groups set up for parents

GEMS Founders School, Masdar City is not responsible for anything related to external WhatsApp groups. GFA share guidelines and give advice on appropriate use of social media for both students and parents.

## 6. Monitoring and review

This policy has been discussed and agreed by the GEMS Founders School leadership teams for implementation.

Signed .....  
**Executive Principal/CEO**

Date ....12/03/24.....

**Next policy review date:**  
10 March 2025

