

## **BIPS Communication Policy**

### **Introduction**

Brilliant International Private School believes that communication on both an internal and external level is important to enhance the relationship with the different stakeholders and support building BIPs image and positive reputation in the community.

### **Aim**

#### **Communications Objectives**

- ❖ Communicating the school's mission, vision, values and key message to teachers and parents.
- ❖ Provide teachers and parents with two-way communication channels between them and the school.
- ❖ Communicate all policies, updates, information and immediate announcements to teachers and parents deemed necessary by the school.
- ❖ Provide parents and teachers with the opportunity to address their concerns
- ❖ Share with teachers and parents the school calendar of events and activities.

#### **Communications Standards**

All communication should be:

- ❖ Timely
- ❖ Truthful
- ❖ Clear and unambiguous
- ❖ Due regard to confidentiality
- ❖ Based on facts
- ❖ Communicated accurately by the right people.

#### **Communications Tools**

The school uses various communication platforms to ensure all stakeholders keep up to date with school news

- **The Orison Information System/D6 School Communicator**, is the official application for desktops and mobile phones to stay abreast of all news, school calendar, events, activities, meetings, policies and photo gallery as well as red alerts for immediate urgent updates.
- **Smart Bus Application** Tracks students' from their home to school where they are registered using their ID and then log out of school for their journey home. GPS allows parents to know where their child is on a minute by minute timeline.
- **Facebook**
- **Instagram**
- **Twitter**
- **YouTube**

- **Emails:** A list of emails is created for all teaching and admin staff. All emails have the same Format: `firstname.lastname@bips.ae` with the list of all emails constantly updated and shared with all BIPs employees. The emails must be used among the staff members to communicate internally and facilitate the updates and approval process when needed.
- **Monthly e-Newsletter:** An E-Newsletter is shared on a Monthly basis with all parents and staff by Orison/D6 Communicator including 3 sections:-

#### 1. School News:

Students' activities  
Events  
Students' participations in competitions.  
Administration News

#### 2. The success stories

New appointments/promotions  
Star of the week/Class of the week

#### 3. The Tips Corner

Teaching and learning advice in a form of an info-graphic/fact sheet.

- **Weekly Open Day:** With the Teachers (Wednesday 1:30 pm– 2:30 pm):  
A forum where parents can address any concerns  
Teachers can share learning and concerns
- **Weekly Staff Meeting:** with teachers (Thursday 1:45 pm – 2:45 pm)  
Regular updates about the weeks insights  
Procedural updates and changes  
Announcements of new initiatives and decisions taken  
Increase the internal staff's involvement and ensure direct contact with them
- **Parent, Teacher and Student Surveys** covering the following aspects:-  
Teaching and Learning  
Behaviour  
Communications  
After School Activities
- **School Calendar** of all events that will take place inside or outside the school termly
- **Parents' Council** formed of 12 elected parents, councilors and the Principal/Vice Principal/Admin Officer to address all school issues to the management.
- **Teachers' Council** formed with Head of Departments and 1 teacher from each department.

The council members meet monthly with the Principal/Vice Principal to address the teachers concerns and share their suggestions.

- **Students' Council** form of 12 students' from grades 4 – 11 to cover the 5 committees. Student members will meet monthly.
- **The School Website** which is a reference regarding different managerial and educational aspects of the school.

### **Communications Procedures**

The responsibilities of the teachers and parents include:-

- Supply the school with valid and updated contact details, home and mobile numbers, e-mail addresses, home locations and inform the school about any changes immediately.
- Communicate internally via emails only so a record is available.
- Parents to check and use the Communicator application effectively for updates about homework and the week ahead for their children.
- Respond to emails within a period of 24 hours maximum
- Be courteous to all stakeholders.
- Attend all meetings, conferences and reviews requested by the school.
- Teachers to use the communication platforms in order to ensure a high level of engagement of the parents so they are fully aware of what is happening in school.

