

SCHOOL COMMUNICATIONS TO PARENTS

SURVEY FINDINGS

CHILDREN, FAMILY & COMMUNITY COMMITTEE

01.04.2021



SURVEY DETAILS

Objectives:

- To understand how well informed parents and carers feel about what happens at school
- To identify the communication channels that work best to stay on top of the school news and information

A short survey was sent to all school parents and carers.

Responses were collected from 9th to 26th March 2021



- **138 people responded**
- 75% mums and 25% dads
- 59% with children in KS1
- 64% with children in KS2



Key Take Outs

- **78%** of parents **feel very well or quite well informed** about what happens at school and **84%** are happy with the amount of information they receive.
- **89%** of parents **read all or most of the communications** they receive from the school.
- Approximately **7 in 10 parents always read the newsletter**.
- **55% of parents visit the website at least once a month**.
- The sections most visited are Term dates and the Calendar of events, followed by School clubs and Home Learning.
- The communication channel preferred by 84% of parents is email from the office, followed by texts, the newsletter and letters from the Head Teacher.
- The areas where parents would like to receive more information are: What is being covered in class, children's progress, after school clubs and sports opportunities.

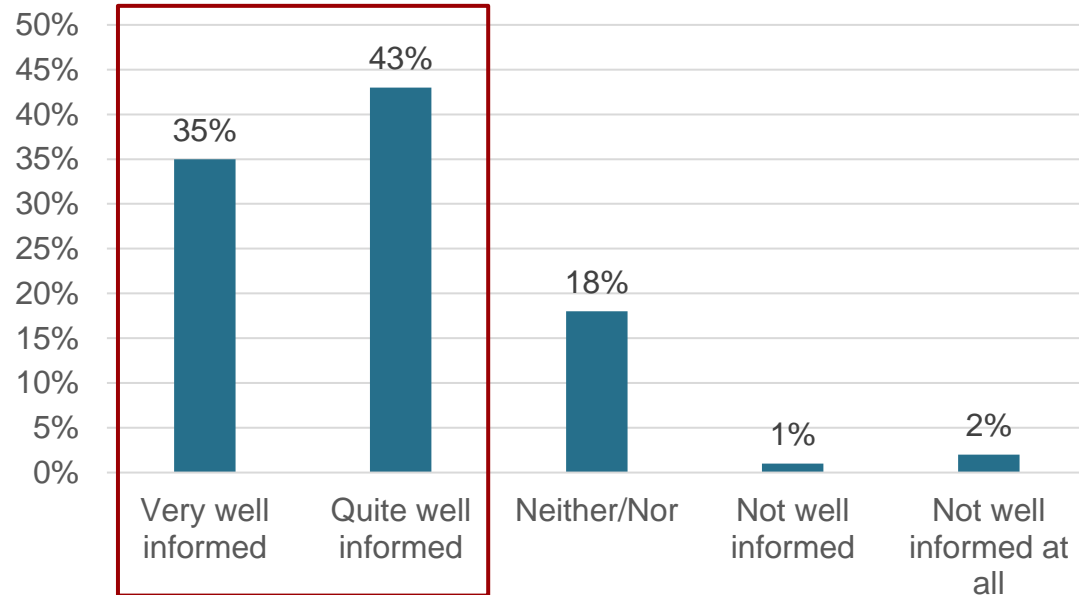
Conclusions and Next steps

- It has been very helpful for the Children, Family & Community (CFC) Committee to hear from 138 parents and very positive for the school to confirm that overall parents feel well informed.
- Parents' preferences are in line with what the school is currently doing, which is fantastic to confirm. However, there is room for improvement in some areas, such as:
 - Add to emails a clear subject line and level of urgency or action required
 - Make the website easier to navigate
 - Explore the benefits of information apps used in secondary schools (ie. Parentmail)
 - Explore best way to provide an up to date, easy to access calendar of events per term (website Home page with text reminders?)
 - Complement general school information with more class/year specific updates
 - Maximise the Newsletter by reviewing the sections, including more pictures and clear headings
- Based on the feedback the CFC Committee will develop during the summer term a plan of improvements aiming to have them in place by the start of next academic year in September.

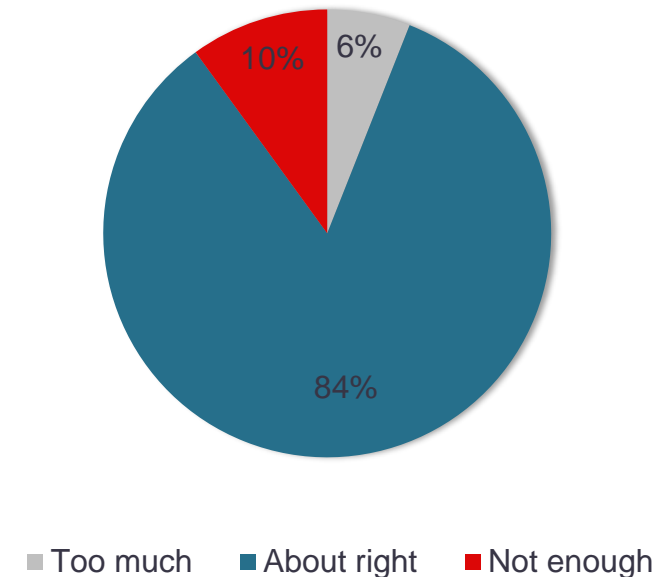


Most parents feel well **informed about what happens at school** and are happy with the amount of information they receive

How well informed do you feel overall about what happens at school – curricular and extra-curricular activities, special event?

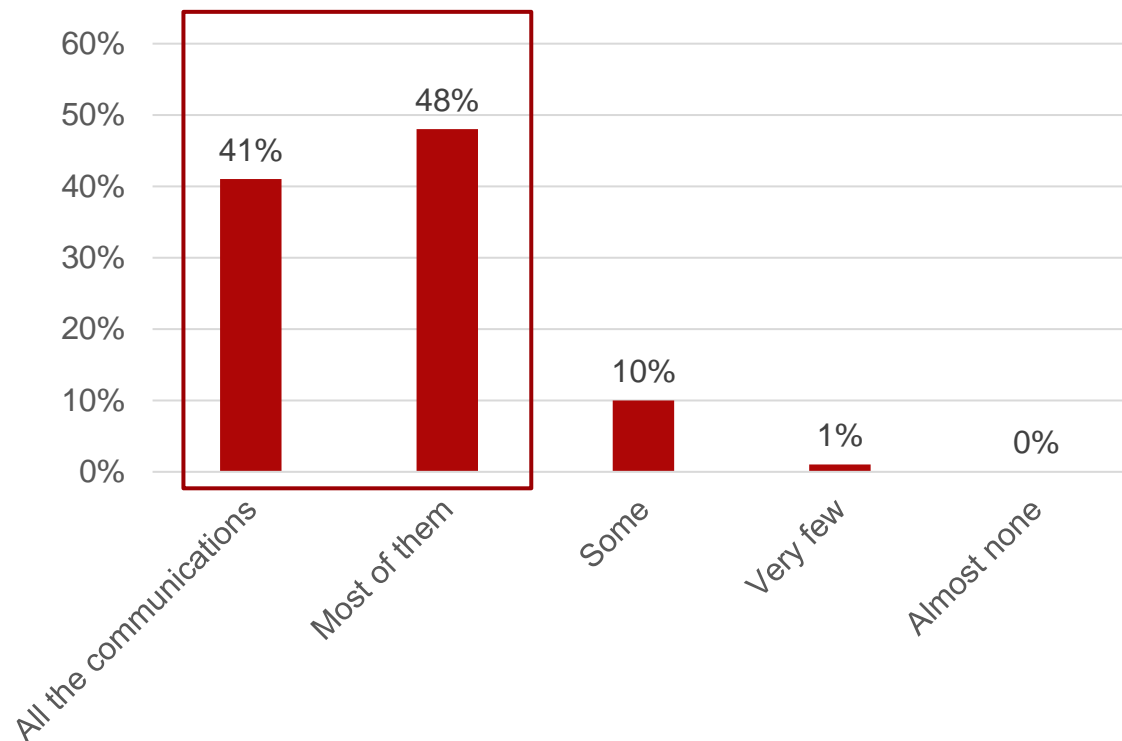


How happy are you with the amount of information you receive or have access to about what is going on at school?

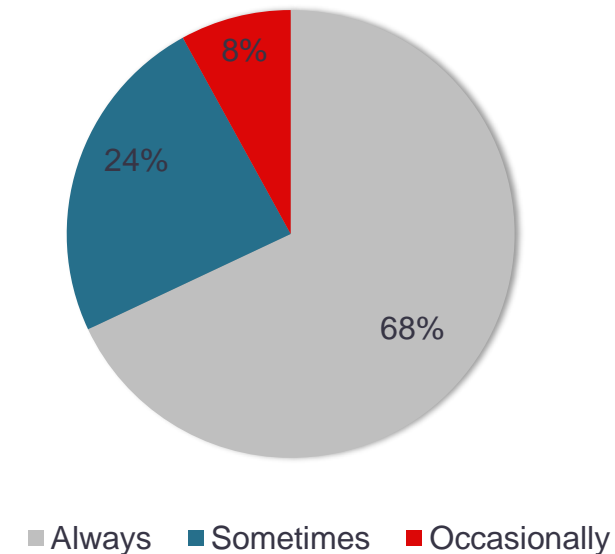


The big majority of parents **read all or most of the communications** they receive from the school. Approximately 7 in 10 always read the newsletter.

Thinking of the communications you receive from the school (newsletter, letters from the Head Teacher, communications from the office, messages from the class teachers) would you say you read ...



Regarding the newsletter, would you say you read it...



Suggestions to improve the **newsletter**

- **Shorter, more concise**
 - **News per key stage or class**
 - **More children's achievements (star of the month, awards, etc)**
 - **Competitions for children to take part in**
 - **More pictures**
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- More information
 - Clearer headers
 - Clear release date – always at the same moment of the month/term
 - Local information such as council plans
 - Highlight activities per year group
 - Upcoming key dates and events
 - Links to further sources

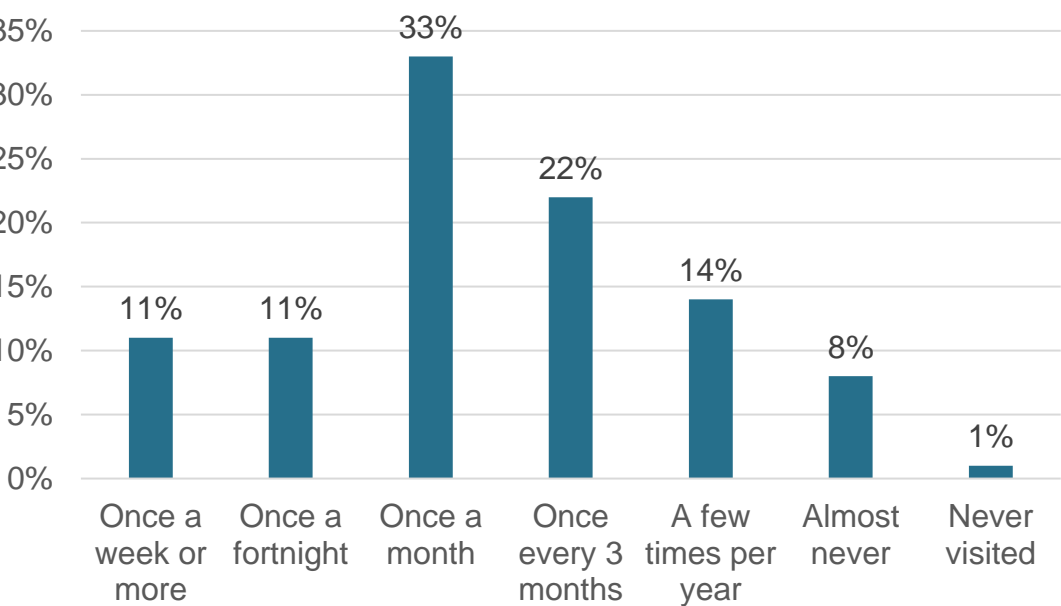
With a few mentions

Single mention

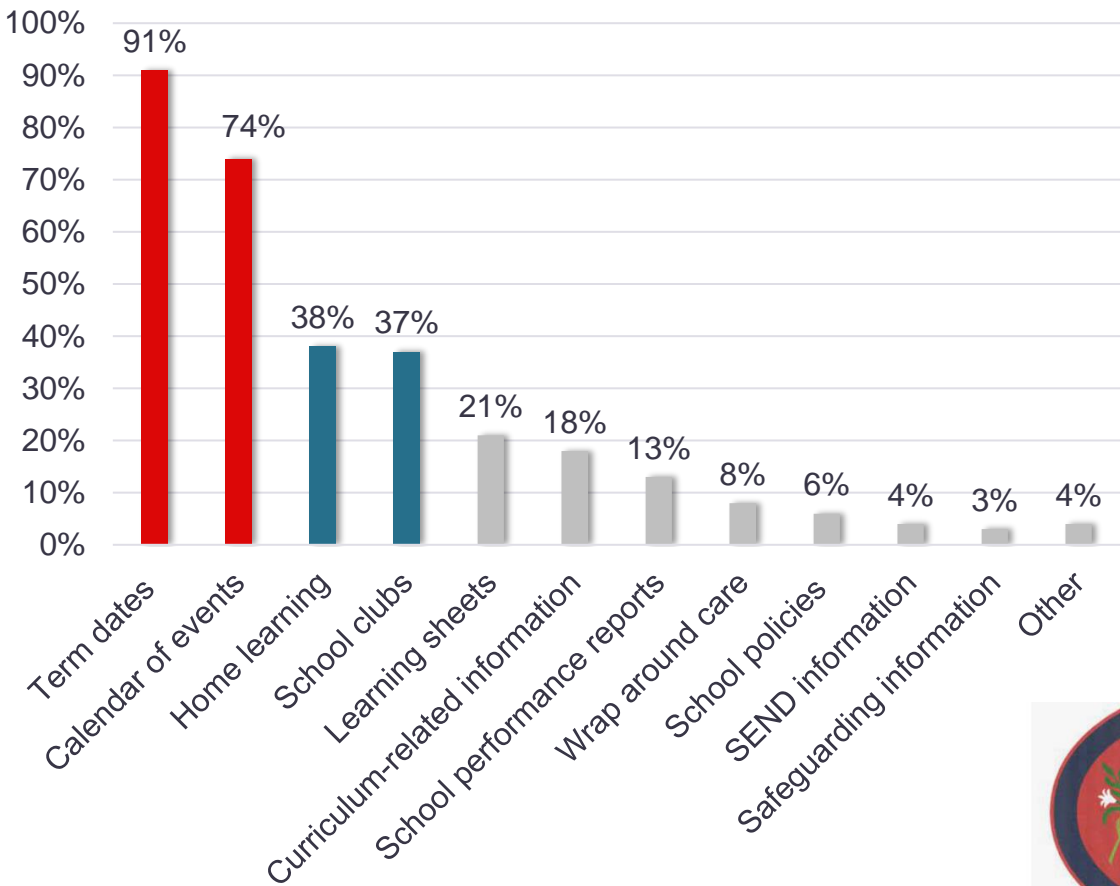


Over half of parents visit the **website at least once a month. The sections most visited are Term dates and Calendar of events, followed by School clubs and Home Learning.**

How often would you say you visit the school website?



What areas of the school website do you use most often or find most useful?



Suggestions to improve the **website**

- **Keep content up to date**
- **Make it easier to navigate**
- **Term dates and key event on Home page**
- Clearer information about Homework
- Easy to find link to school meal provider
- Link to school money and their contact details
- No allergy policy clearly displayed, esp. for new parents
- More resources to help with children's learning journeys
- Updated information on school meals
- Specific page/section for each class with information such as PE days, home learning dates, class saints, school trip dates, etc

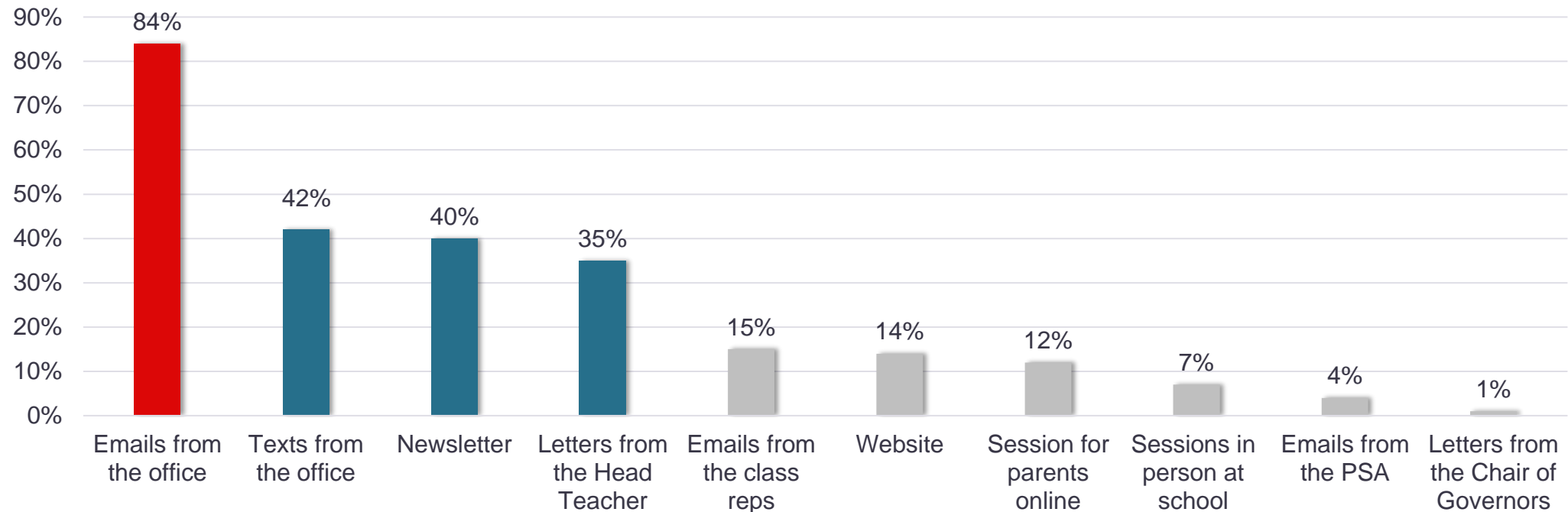
With a few mentions

Single mention



The **communication channel** preferred by the big majority of parents is email from the office, followed by texts, the newsletter and letters from the Head Teacher.

Which of the following channels of communication work best for you to be informed about school activities, key dates, programs and policies? Please select maximum 3



Desire for **more information** on

- **My child/children's progress**
- **What is being covered at school/in class (weekly if possible)**
- **More communications from the teachers**
- **After school clubs**
- **Opportunities for sports**
- Class updates
- Weekly timetable via Teams as during lockdown
- RSE materials
- If children are receiving interventions academically
- Music activities outside the class
- The curriculum – what children are learning
- Meals
- Teaching methods for phonics and maths (we missed the workshops this year)
- New process of handing in home learning online
- Examples of age expected work
- Funding needs
- Homework
- Activities where parents can get involved and support the school

With a few mentions

Single mention



Suggestions to **improve communications** to parents – 1 of 2

- Consistent type of information/news by channel - For example, resources shared on Teams, reminders via email alert, events on the calendar, etc.
- Use text message for important changes – to avoid the risk of being lost on Inbox
- Maths topics on teams (example questions) so parents can help at home with what children find hard based on what they are working on
- Greater use of Teams to help parents follow what children are working on day to day or week by week – focusing on the main subjects
- Consistent information between letters from Mrs Cahill and class teachers (recent issue around uniform coming back to school after lockdown)
- Let parents know about changes such as homework now being on Teams – in addition to what it is told in class to the children
- PSA or class reps could be leveraged more to remind parents about events, changes in timings etc.
- More parents' meetings
- Pre-recorded messages from Mrs Cahill might work well when communicating the pastoral messages in person. They can be shown to the children as reminders of what the theme of the week/term is.
- If the information is on the website send repeated reminders and links on emails (where emails don't give the full information), ask class reps to share links to key events, and make it the go-to space for all school info. The website can be a more efficient means of communication, but only if people use it.



Suggestions to **improve communications** to parents – 2 of 2

- Help to identify the topic by including a clear subject line on emails - it is very difficult to search back for a letter as there are no keywords in the actual email to help you find it.
- Better signpost the urgency or importance of emails when a letter is attached – when an email says 'please see letter from Headteacher' there is no indication of whether it is an urgent/important letter that needs to be read immediately or requires action, and these emails can easily get lost in a busy inbox.
- The teachers2parent app seems to be hardly ever used and there doesn't seem to be any pattern for when it might be used.
- A system like Parentmail (used at senior schools) is much more organised as it is one place where all communications are sent (you also get an email notification) and all payments can be made, so there is only one place to look for everything.
- One portal for all communication. Sometimes it feels very disparate communication when coming via email, the app, the newsletter and now Teams.
- One single source of up-to-date information, which can be the website. Alerts and emails can inform what new content is posted where with a hyperlink to the website.
- A fixed date for the newsletter so parents are conditioned to it.
- More short, structured messages, like a calendar with events, and what parents need to do.
- A short update by the class teachers (10 sentences of bullet points) on what has happened and been tough at school during the week basis.

