Communications Strategy

OUR SCHOOL PRAYER:

What does the Lord ask of you?

To act justly, to love mercy and to walk humbly with your God.

Micah 6vs.8

ST MICHAEL'S
Church of England High School

MERCY • INTEGRITY • CARE AND COMPASSION • HUMILITY • ACHIEVEMENT • EQUALITY • LEADERSHIP • SERVICE

The aim of this strategy is to provide effective communication for all our stakeholders, promoting the flow of two-way information. It will be utilised as a tool to ensure that all communications align with our vision statement:

- to show love, care, and kindness to all in our community
- to value what we have and to share with others
- to enable everyone to achieve their full potential

Efficient communications with all stakeholders will support us in our mission to provide high-quality education, allowing all students to flourish. The school will actively pursue two-way communications with governors, school employees, parents/guardians, students, external partners, media, and the community at large.

We intend to provide information to our school community that is timely and relevant. Our strategy encourages open communications that aim to build trust in working relationships in order to deliver on our vision. By setting aside time to meet and keep people informed, we want to establish and maintain channels of communication with all of our stakeholders.

Overall objectives of the communications strategy:

- share good news about staff, students, and school issues with the entire school community
- provide parents with regular information on students' progress and upcoming events
- increase opportunities for collaboration with stakeholders

The main communication strategies will include the following:

- school website
- Go 4 Schools
- email
- school newsletters
- letters to parents/guardians
- news releases
- school/community events
- parent/community meetings
- social media

Target Audiences

Internal/partner	External

Internal/partner
- Governors
- School Chaplain
- Leadership Team
- School employees (teaching and non-teaching)
- Students
- Parents/guardians
- Feeder school parents

External
- Ofsted
- Sandwell Local Authority/SIPs
- Birmingham Diocesan Board of Education
- St Giles Church
- PFI
- Black Country Radio
- 21st Century Child
- Birmingham Children's Hospital
- SEMH and safeguarding partners
- Sandwell Social Services
- Champions Church
- Kooth
- BEAM Emotional Health and Wellbeing Service
- Rowley Strengthening Families Service
- Kaleidoscope
- Murray Hall Community Trust
- KRUNCH
- School Health Nurses
- Sandwell Education Psych Service
- Sandwell Safeguarding Team
- Child and Adult Mental Health Services (CAMHS)
- National Institute for Health Research BioResource
- Anna Freud Centre
- Carnegie Centre of Excellence for Mental Health
- West Midlands Police
- Public Health
- Careers and Enterprise Company
- Duke of Edinburgh
- PiXL
- West Bromwich Albion Foundation
- Sandwell Education, Music, and Arts

Communication Strategies

This section is divided into four sections: school strategy, school staff, students' learning and development, and parents and the wider community. The communication strategies are aligned with priorities in the school action plan.

School Strategy

Strategy How we communicate	Purpose What we are communicating	School action plan (SAP) How this meets SAP priorities	Stakeholders Person(s) responsible	Audience Whom we are communicating with	Timeline How often we communicate
Governor meetings: *Full body* *Curriculum* *Personnel and Finance* *Facilities management* *Staff pay*	The strategic overview of the school and quality assurance.	2.2, 2.3, 4.3 and 4.5	Governors	Headteacher and SLT	Termly meetings for each area
Birmingham Diocesan Board of Education meetings	To ensure the quality of education for students and embed the faith and practice of the Church of England.	1.3, 3.1 and 4.3	Headteacher, School Ethos Lead, School Ethos Committee, and School Engagement Development Manager	All staff	Termly
Local Authority meetings	To provide support, challenge, and collaboration opportunities with other schools. - School improvement partner meetings - Looked after children - Sandwell Transition	1.1, 1.2, 1.3, 1.4 and 1.5	Governing Board Headteacher, SLT, HoD, HoY, and Transition Coordinator	All staff	Ongoing/as required

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	Education Partnership Service (STEPS) - Staff collaboration and network meetings - Panel meetings - Students review meetings - Public Health - - Finance meetings				
SLT meetings	Strategic overview of the school to provide high-quality education for all students. For example, this includes updates on school policy, data analysis, quality of teaching and learning, staffing and upcoming events.	2.2, 2.3, 2.4, 4.1, 4.2 and 4.4	Headteacher	Core and Extended SLT	Weekly

School Staff

Strategy How we communicate	Purpose What we are communicating	School action plan (SAP) How this meets SAP priorities	Stakeholders Person(s) responsible	Audience Whom we are communicating with	Timeline How often we communicate
Staff briefing	Information about upcoming events for the week, to celebrate recent successes of both staff and students and collective worship. Watching others' work (WOW) sessions are also delivered to share good practice.	2.1, 2.2, 3.1, 4.2 and 4.4	Headteacher and Collective Worship with School Chaplain and Ethos Lead	All staff	Twice per week
Staff email	Communicating protocols and procedures, serving as documentation, instructions, and reminders for deadlines, and providing confirmation, status updates and feedback.	2.1, 2.2, 2.3, 2.4, 3.1 and 3.3	All staff	All staff	Daily
Continuing professional development and learning, and wellbeing bulletin	Celebrate our school community and signpost development opportunities each term. It also provides information/details about forthcoming activities, news, and events.	4.1 and 4.2	CTL&A Team and School Engagement Development Manager	All staff	Termly
Curriculum, teaching and learning blog	Share educational research to develop pedagogical practice in the classroom.	4.2	CTLA team	All staff	Weekly

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Wellbeing Advisory Board meetings	Providing strategic direction and leadership to ensure the mental health and wellbeing of the St Michael's community is a high priority to inform mental health and wellbeing initiatives.	3.1	School Engagement Development Manager	Governor, SLT, school staff, students, and parents	Termly
Ethos Committee	To ensure St Michael's values are explicit and leadership at all levels make the Christian vision central to the school's developmental journey.	3.1	Headteacher and Ethos Lead	Birmingham Diocese and all staff	Termly
Pastoral, SEND and year group meetings	Spotlight 'high needs' students and share strategies to support their learning. It also ensures provision is in place for SEND students and provides the opportunity for discussion on attendance, behaviour and SEMH.	2.1, 2.2, 2.3, 2.4 and 3.2	SLT and HoY	Form tutors and pastoral team	Weekly
Department meetings	Curriculum development, CPDL, personalised marking and data moderation.	1.1, 1.2, 1.3, 1.4 and 1.5	HoD	All teachers	Eight calendared meetings across the academic year
KS3 and KS4 Academic Board Meetings	Collaboration between curriculum and pastoral leaders.	1.1, 1.2, 1.3, 1.4 and 1.5	SLT	HoD, KS3 leaders and HoY	Seven calendared meetings across the academic year

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KS3 and KS4 Raising Attainment Meetings	Strategic planning to support the academic progress of the students.	1.1 and 1.3	SLT	HoD, KS3 leaders and HoY	KS3 - biweekly KS4 - weekly
Literacy meetings	Curriculum planning, interventions for targeted students, reading tests and analysis of reading age data.	1.1, 1.2, 1.3, 1.4 and 1.5	Deputy Headteacher	Literacy team	Biweekly
Careers meetings: - *Completion of the evaluation tool: Compass+* - *Meetings with enterprise advisor* - *Careers fair*	To ensure the quality of careers provision for all students, meeting statutory Gatsby Benchmarks.	3.4	Careers Leader	Careers and Enterprise Company (CEC)	Half termly

Students' Learning and Development

Strategy How we communicate	Purpose What we are communicating	School action plan (SAP) How this meets SAP priorities	Stakeholders Person(s) responsible	Audience Whom we are communicating with	Timeline How often we communicate
Student Voice	Students to consult on whole school strategy and initiatives. It provides a platform to support community cohesion and intergenerational working.	3.1, 3.2 and 3.3	School Engagement Development Manager	All school staff and students. Also, with external audiences such as Black Country Radio, 21st Century Child, Birmingham Children's Hospital, and SEMH and safeguarding partners.	Ongoing/as required
Junior Leadership Team	Whole school strategy and initiatives to support sustained development. This team represents the student population, providing support and challenge to senior leaders, ensuring high standards and expectations are role modelled.	3.1, 3.2 and 3.3	All teachers	Students	Twice per week
Assemblies	All assemblies begin with the school prayer. It is an opportunity for a year group to come together to consider spiritual and moral issues, reinforce values and expectations, and recognise the success and hard work of students.	2.1, 2.2 and 3.1	All teachers	Students	Twice per week

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Form time collective worship	Key message(s) shared through a story to allow students to explore religious beliefs and school values.	3.1	Ethos Lead and Reverend Bridge	All students	Weekly
Student email	Dialogue between staff and students to support learning.	1.2, 1.3, 1.4 and 1.5	All staff	Students	Ongoing/as required
Google Classroom	Share educational resources to support teaching and learning. Allows teachers to provide personalised feedback.	1.3, 1.4 and 1.5	All staff	Students	Ongoing/as required
Web-based learning: *Sparx* *Bedrock* *Nearpod* *Learning Village*	Work to supplement the students' curriculum.	1.3, 1.4 and 1.5	All teaching staff	Students	Ongoing/as required
Social media via *Twitter* *Instagram* *Facebook*	Showcasing students' work and achievements, notices, and reminders for upcoming events.	3.1 and 3.2	Administration and department representatives	Staff, students, and parents	Ongoing/as required

Parents and the Wider Community

Strategy How we communicate	Purpose What we are communicating	School action plan (SAP) How this meets SAP priorities	Stakeholders Person(s) responsible	Audience Whom we are communicating with	Timeline How often we communicate
St Giles Church events: *religious festivals, the Leavers' Service and charity events*	Promotes our Christian ethos and vision, providing students with the opportunity to explore faith and intergenerational working.	3.1	Governing body. Headteacher, SLT, School Ethos Lead, Head of RE, and School Engagement Development Manager	Staff, students, parents, prospective students, and their families	Ongoing
School website	This is to ensure the school is DfE compliant with statutory guidance. It shares current and vital information: upcoming events, school policies, curriculum overview and contact information for key staff.	3.4 and 4.3	Administration, webmaster.	Staff, students, parents, prospective students and their families, and Ofsted.	Ongoing
School newsletter	Half termly message from the headteacher, school news, events, and celebration of student achievements.	2.1, 3.1 and 3.2	Administration and all teachers	Staff, students, and parents. Also available on the website for parents.	Half termly
Phone calls	For swift communication on more urgent matters that require personal interaction.	4.4 and 4.5	All teachers	Parents	Ongoing/as required
School text message	Mass notification of events and notices.	2.2, 2.3 and 2.4	Administration and all teachers	Parents	Ongoing/as required
Go 4 Schools (Website and App)	Closely record and monitor attendance, behaviour, and attainment data.	1.1, 1.3, 1.4, 1.5, 2.1, 2.2 and 2.3	Administration and all teachers	Parents	Ongoing

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School reports	Provide an overview of student progress in each subject, recognising strengths and areas of development in order to make further progress.	1.1, 1.3, 1.4, 1.4, 2.1, 2.2 and 2.3	Administration and all teachers	Students and parents	Annually
Student interim progress reports	A snapshot of attendance, behaviour, and progress data.	1.1, 1.3, 1.4, 1.4, 2.1, 2.2 and 2.3	Administration and all teachers	Parents	Termly
Parents' evenings	To discuss the students' development and academic progress.	1.1, 1.3, 1.4, 1.4, 2.1, 2.2 and 2.3	All teachers	Parents	Annually
Year 11 GCSE Success Fair and Final Countdown Evening	To provide information to parents to enable them to support their child in achieving their full academic potential.	1.1, 1.3, 1.4, 1.4 and 2.3	Deputy Headteacher, SLT, HoY and HoD	Students and parents	Annually
Year 10 Preparation Evening	To provide key information for parents regarding their child's KS4 journey and how they can support them throughout Year 10.	1.1, 1.3, 1.4, 1.4 and 2.3	Deputy Headteacher, SLT, HoY and HoD	Students and parents	Annually
Academic Panel meetings	To discuss students' progress and strategies to support their learning.	1.1, 1.3, 1.4, 1.4 and 2.3	SLT and Pastoral Team	Students and parents	Ongoing/as required
Attendance Meetings	To discuss the attendance of students who fall below the threshold and ways to support them in school.	2.3 and 2.4	SLT, Pastoral Team and Attendance Officer	Students and parents	Ongoing/as required

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Open Evening	Tour of the school provides prospective parents with the opportunity to explore the educational provision including curricula, facilities, and equipment.	2.1, 2.2 and 2.3	Headteacher and SLT	Prospective students and their families	Annually
New Intake Parents' Evening	Welcome to new parents with an explanation of the school's ethos and values. It set out expectations on school policies, including behaviour, uniform, and teaching learning and assessment.	2.1, 2.2 and 2.3	Headteacher, SLT, HoY 7 and Transition Coordinator	New intake parents	Annually
New Intake Parent Information Pack	Outlines information on school rules and expectations, ethos, and values.	2.1, 2.2 and 2.3	Transition Coordinator	New intake parents	Annually
Visitor Guide	Ensure all visitors are provided with information on conduct, what to do in the event of an emergency and safeguarding.	4.4	Headteacher, administration	All external visitors	Ongoing
Parent Voice/ community meetings	A platform for parents and the local community to work in partnership with the school to improve standards.	3.1 and 3.2	School Engagement Development Manager, Pastoral Team	Parents, Local Parish Church, other places of worship and external partners	Ongoing / as required