



PINKIE PARENTS COMMUNICATIONS STRATEGY

Pinkie Parents is committed to the full involvement of parents/carers, families and the wider community in the life of the school. We appreciate the importance of regular effective communication to ensure everyone feels informed and involved in school life. Through effective communication, we want to ensure that everyone can work together to create the forward thinking, responsive school our children deserve.

With that as our guiding principle, this strategy aims to capture the good practices in how we communicate at Pinkie Parents.

Pinkie Parents acts as a forum to represent the views of parents/carers, encourages parental participation in school life; and fundraises to provide an additional source of funding for the school. We work in partnership with the school and staff to try to make sure both children and parents/carers have an effective dialogue with the school.

To help achieve these goals Pinkie Parents communicates with families in a number of ways, recognising that not everyone wants to communicate in the same way nor does everyone wish to have the same volume of communication. Thus Pinkie Parents communications with parents are designed to be opt-in. They include:

- Regular meetings held in the school (roughly 6-weekly), which all parents are welcome to attend. The dates of the meetings, as well as the agendas and minutes are made available online.
- An annual general meeting held in April.
- An annual report, published after each AGM detailing our work of the year and plans for the year ahead.
- Class representatives can communicate with parents/carers where contact is deemed necessary/appropriate.
- Fundraising meetings held on an ad-hoc basis, where parents can meet face-to-face to discuss fundraising ideas and assist in the events held every year.
- Pinkie Parents Facebook Page where information from school blog, newsletters is posted, as well as information on Pinkie Parents events.
- The Parent Council e-mail address (which families can use to give feedback, ask a question or simply raise an issue or concern) is well publicised in all of these channels.

- An annual survey in September where parents can (anonymously, if they wish) raise specific issues for discussion by Pinkie Parents. This will be provided online and made available via the Pinkie Parents Facebook page.

This mix of communication channels allows the Parent Council to reach all Parents and carers without overloading any recipients or indeed those people doing the communicating who are already busy volunteering parents.

Review of Strategy

This strategy will be reviewed annually at the Pinkie Parents AGM held in April each year.

June 2018