



KINROSS HIGH SCHOOL

LEARNING TOGETHER ♦ ACHIEVING TOGETHER

COMMUNICATION STRATEGY

2021-22



Background

In 2019 Kinross High School launched a new vision, values and aims that encompassed our purpose and place in the local community.

As part of the School Improvement (Recovery) Plan, our aim to *re-connect our community* allows us to begin a journey looking at how we can continue to improve how we communicate with our stakeholders. This new strategy for 2021-22 has been informed by our ability to track and monitor which types of communication our stakeholders are more likely to engage with, parent/carer responses from the 'Evaluating Our Communications' survey and the lessons learned from our communication during the global health pandemic, Covid-19.

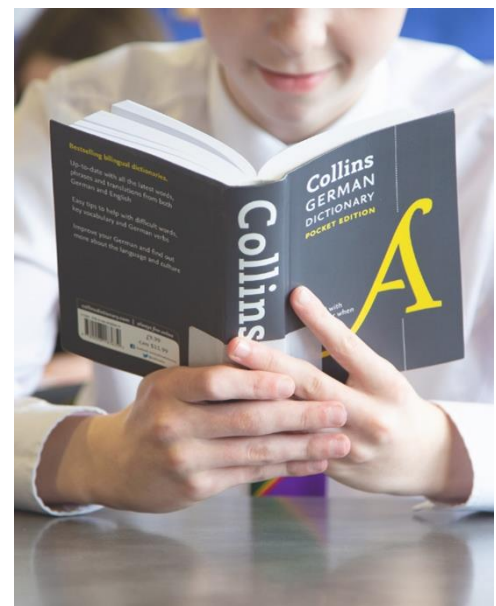
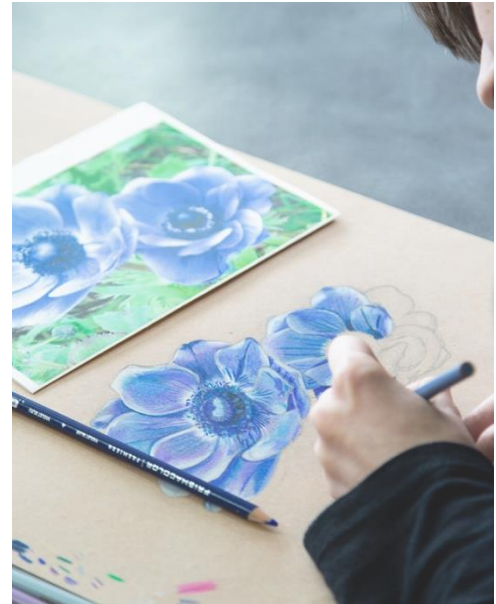
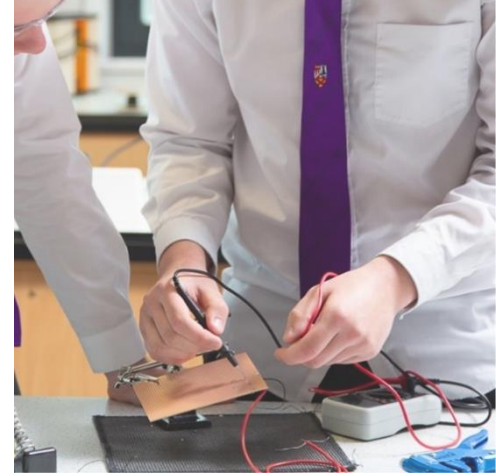
Our Aim

We aim to provide high quality, frequent and responsive communication to our learning community (pupils, parents/carers, staff and partners) and to the wider population who have an interest in Kinross High School.

Our communication will be written in plain English and if we must use jargon, we will explain what is meant by it. We will also use a range of media to make our messages more engaging and interactive.

We strive to make it easy for parents/carers to communicate with us, and there are several platforms in place for this:

- Telephone
- Email
- Text
- Website enquiry



Our Communication Platforms

October 2019 saw the publication of our new school website and we will continue to promote this tool as the main platform for interested parties to find out information about what is happening at Kinross High School. This will be supplemented by the social media platform Twitter.

Email will be our primary method of communication to parents/carers. We will use the Groupcall messaging service to push notifications to parents/carers that direct them to news and information on our website and individual emails for more targeted communication. We will also continue to promote the Groupcall Xpressions app for parents/carers which gathers messages from the school in one convenient location. In addition, ParentsPortal.scot allows us to share updates about a young person's progress at school with their family. The portal also gives parents/carers access to a range of school-related information, including viewing their timetable, in one place.

The majority of large gatherings will remain online for the 2021/22 session and we will continue to explore options for delivering these. Key events such as Parents' Evenings will continue to be delivered virtually for the duration of the 2021-22 school year.

Where it is appropriate, we will make direct contact with parents/carers by telephone to discuss individual pupils and a virtual meeting will be arranged if required. For more complex matters, a virtual young person's planning meeting (YPP) will be scheduled to discuss how we can work together to support the needs of the young person at school.

We will use a number of methods to communicate with our pupils. Whilst we are operating a different timetable model for 2021-22, we have reintroduced a designated time for Tutor Support Group so that young people have daily contact with a teacher who knows them well. TSG remains a key time to share information with pupils via class teachers, the bulletin and weekly virtual house assemblies. Digital assemblies have opened avenues where it's possible to update specific year groups on matters affecting them as they arise.

Kinect is the primary tool for maintaining effective communication with staff. Information that is not time sensitive will be delayed and published in Kinect weekly.

Email will also remain in place for urgent and vitally important information that staff need to know. These emails will be kept to a minimum.

We will continue to develop Microsoft Teams and SharePoint as a resource for sharing information with staff. In response to our experience during the global health pandemic, Covid-19, it became clear that we needed a platform to share information with staff and store this so it could be referred to later.

Our Communication Plan 2021-22

Our communication plan highlights the planned communication structure for KHS.

We will digress from this when it's important to get in touch with you, but whether you are a member of staff, a pupil or a parent/carer you will find our main touch points listed.

Who	What	How often?	How
Wider Community	Newsletter An article highlighting what's going on at LLCC and KHS and celebrating successes and achievements	Monthly	Contribution to the printed Kinross-shire newsletter
Pupils	House Assemblies Updates from staff on whole school matters	Weekly	Virtually during TSG
Pupils	Targeted Assemblies Digital assemblies allow the school to update specific year groups on matters affecting them as they arise	Ad hoc	MS Teams
Learning Community	Your Kinect A monthly newsletter which includes important news, upcoming dates for your diary and the Learning Round Up which takes a look at learning and teaching across our departments	Monthly	Link sent by email and Xpressions; school website and twitter
Learning Community	KHS & Covid-19 Updates on health and safety and school operational procedures during the Covid-19 recovery phase	As required	Link sent by email and Xpressions; school website and twitter; School Recovery Handbook updated on website
Parents/carers	Parent/Carer Live Events Live sessions on a range of topics delivered virtually to parents/carers	Fortnightly	MS Teams, recorded and uploaded to website with a link sent by email
Pupils and parents/carers	Tracking Reports Highlighting a pupil's progress at school	S1/S2 - one settling in report and one full report during the year S3 - two tracking reports per year S4-S6 three tracking reports per year	Delivered via ParentsPortal with an email notification; paper reports are available upon request but these incur a delay

Who	What	How often?	How
Pupils and parents/carers	Parents' Evenings An opportunity to engage directly to teachers about the progress of your young person at school	One per year for each year group	MS Teams
Pupils and parents/carers	P7 Transition A programme of events to prepare P7 pupils for attending KHS	Annually	Live sessions with staff via MS Teams as well as digital content shared by email
Pupils and parents/carers	Pathways Evening To help young people make informed decisions about course choice	One per year for S2 and S4/5	Presentations from staff members (virtual)
Pupils and parents/carers	Positive Destinations To help young people with their preparations for moving on from school	One per year	Presentations from staff members and school partners (virtual)
Pupils and parents/carers	P7 Parents' Evening To familiarise P7 parents/carers and pupils as they prepare to move up to high school	One per year	Presentations from staff members and pupils (virtual)
Pupils and parents/carers	Standards and Quality Report Provides a report on progress towards national priorities and local improvement objectives	Annual	Full article, Summary infographic and video published on the school website and email
Pupils and parents/carers	School Improvement (Recovery) Plan Highlights local school improvement priorities for the year	Annual	Website
Pupils and parents/carers	Pupil Handbook Information guide to policies and the pupil experience at Kinross High School	Annual	Website and Perth and Kinross Council's Website
Parents/carers	Parent Council Meetings This meeting is open to all parents/carers and the agenda is organised by the Parent Council with contributions from the school	8 per school year	Virtual meeting organised by the Parent Council Minutes published on the school website Meeting reminders published in Your Kinect or sent by email

Who	What	How often?	How
Pupils	Bulletin Newsletter to share information with our pupils	Weekly but with daily updates and reminders if required	In classroom tutor time and school website
Pupils	Assembly Weekly assemblies to share information and reflect on school identity and values of ambition, resilience, responsibility and compassion	Weekly	In classroom tutor time (virtual)
Pupils	Google Classroom A repository for learning resources and assignments assigned by class teachers	Daily	National Education platform GLOW (on-line) each pupil has a unique login and password
Staff	Kinect Our weekly newsletter for staff sharing updates and information	Weekly	Email, SharePoint and MS Teams
Staff	Time Sensitive and Vital Updates Direct communication with staff to provide timely updates	As required	Email
Staff	Staff Meetings	6 per year	Presentations from staff members and partners (virtual)
Staff	Inset days Opportunity for information sharing, training and development	5 per year	Virtual sessions will be undertaken with all staff in school
Staff	Staff Consultative Committee The group will act as a representative of staff views and be consulted on revisions to School Improvement (Recovery) Plans and operational matters	5 per year	Meetings held in school (virtual)

Dates for external communication will be shared on the school website calendar once confirmed, and reminders shared through Your Kinect. Internal dates will be shared through the school management calendar once agreed.