

## School Council Communications

curiosity

creativity

possibility

## Learning Goals

- ☑ Understand the importance of communication
- ☑ Understand communication options available for School Councils
- ☑ Understand basics of communications planning and social media use

Communication is the key to a successful School Council. It is the main ingredient in how you can engage parents, run an effective School Council meeting, increase parent involvement and support learning at home.

- Receive input and agenda items from parent community
- Give communications advice to the principal and school board.
- Conduit for information flowing school-to-home and home-to-school
- Ensure council members are accessible
- Networking with other School Councils

**For every initiative that the School Council wishes to communicate, consider these five questions:**

1. Why do you want to communicate?
2. Why do you want to communicate the information?
3. Who needs to receive the information?
4. How should the information be communicated?
5. When should the information be communicated?

**When developing your parent communications plan, ask the following six questions:**

1. Who is my audience?
2. What is my key message?
3. What strategy/vehicle will be successful?
4. Who is responsible?
5. What are the timelines?
6. How will I measure success?

What communications methods have you used to engage parents at your school?	What was the most effective communications tool you used to reach your parents?
<ul style="list-style-type: none"><li>• Email, school handbook, school website</li><li>• Minutes posted in the office, or online</li><li>• Monthly school calendars</li><li>• Morning announcements</li><li>• Newsletters (online or print)</li><li>• Letters or flyers sent home with youngest child</li><li>• Newspaper or radio</li><li>• School sign, Synrevoice</li><li>• Council member attending Kindergarten info day</li><li>• Social media like Facebook or Twitter</li><li>• Magnets or other handout items</li><li>• Open house events</li><li>• One-to-one communications</li></ul>	<ul style="list-style-type: none"><li>• Surveys (online or print)</li><li>• Personal phone calls/Synrevoice</li><li>• Email</li><li>• Flyers and posters</li><li>• Agendas</li><li>• Website</li><li>• Outdoor school sign</li><li>• Letters home with children (report cards)</li><li>• Electronic newsletter</li><li>• Personal invitations to Meet the Teacher, Open House, Grade 8 Night, etc.</li><li>• Parents Reaching Out grant initiative</li></ul>

- HWDSB offers an @hwdsb.on.ca email account to all School Councils
- Webmail may be accessed anywhere, or forwarded to personal
- Eliminates the need to collect personal email addresses
- For use by School Council Chair during their one-year term
- Ask Principal for login credentials, who will contact IIT if required
- Email passwords reset each year, so please clean Inbox of important items

### Facebook Page

*HWDSB School Councils*

- Contact Group for invite



### Yammer Network

*School Council*

- Contact PIC for invitation





- Good relationship is key for each School Council Chair and Principal.
- Trust, respect and open communication foster effective partnerships and an effective School Council.
- Chair and Principal need an effective way to communicate outside of regular meetings, such as email etc.
- This may also involve establishing a procedure for urgent issues.

Thank you for your work on  
behalf of the children

For information or support, please email [PIC@hwdsb.on.ca](mailto:PIC@hwdsb.on.ca)

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