



**Transform Trust  
Cantrell Primary School**



**Harmony through  
working together**

**Parental Engagement Communication Strategy**

**2025-26**

## Parental Engagement Communication Strategy

### 1. Objectives

- Build trusting and respectful relationships with parents/guardians.
- Increase parental involvement in children's education and well-being.
- Ensure consistent, clear, and two-way communication.
- Empower parents with resources and information to support their child's development.

### 2. Key Principles

- **Accessibility:** Use multiple communication channels to reach all parents.
- **Clarity:** Use simple, jargon-free language.
- **Respect:** Value parents' time, culture, and perspectives.
- **Consistency:** Provide regular updates and feedback.
- **Two-way Communication:** Encourage parent feedback and participation.

### 3. Communication Channels

- **Digital:** Emails, school website, Reach more parents' messages, apps (like ClassDojo, Reach more parents via Weduc).
- **Print:** Newsletters, flyers, notices sent home with students.
- **In-Person:** Parent's evenings, meet the teacher, workshops, coffee mornings.
- **Phone Calls:** Personalized calls for important updates or concerns.

### 4. Frequency and Content

- **Weekly or Biweekly Updates:** General classroom news, upcoming events, student highlights.
- **Monthly Newsletters:** Deeper insights into curriculum, school-wide programs, parent resources.
- **End of term Reports:** Student progress and goals.
- **Event Reminders:** Invitations to parent meetings, workshops, extracurricular activities.
- **Surveys/Feedback Forms:** Collect parent input and suggestions regularly.

### 5. Engagement Activities

- Workshops on supporting learning at home.
- Family engagement events (family assemblies, curriculum celebrations, mothers and fathers' events).
- Volunteer opportunities for parents.
- Parent fitness and wellbeing (vibes session)
- Reading mornings (Fridays 8.30)

### 6. Monitoring and Evaluation

- Track communication effectiveness via surveys and feedback.
- Monitor attendance and participation at events.
- Adjust communication methods based on parent preferences and engagement data.

## 7. Timeline

<b>Timeframe</b>	<b>Activity</b>
Start of term	Welcome letter/email and calendar of events
Monthly	Newsletter and social media updates
Mid-term	Parents evenings
Ongoing	Weekly Dojo updates
End of term	Feedback survey and summary report