

## Communication Expectations – Aspris College North Wales

The key principles for successful communication with parents are:

### 1. **Respect and Partnership**

- Treat parents and carers as equal partners in their young person's education.
- Acknowledge that parents and carers can support the college in their young persons' successes.
- Use respectful, non-judgemental language.

### 2. **Clarity and Transparency**

- Communicate clearly, using plain, jargon free language.
- Be open and honest about decisions, progress and challenges.
- Share information in a timely and an accurate way.

### 3. **Confidentiality and Professionalism**

- Maintain confidentiality and share sensitive information on a need-to-know basis.
- Follow data protection policies.
- Always model professional conduct, in person, on the phone and in writing.

### 4. **Two-way communication**

- Encourage parents/carers to express their views and to ask questions.
- Listen actively and respond thoughtfully.
- Create opportunities for dialogue, not just one-way updates.

### 5. **Inclusivity and accessibility**

- Ensure all communication is accessible to every family – considering language, literacy, disability, and cultural background.
- Use multiple formats based on parent/carer preference where possible (letters, email, meetings).

### 6. **Timeliness and consistency**

- Communicate regularly, not just when issues arise.
- Respond to messages within a clear timeframe.
- Keep communication consistent across the whole college term.

### 7. **Keep positive and solution focussed**

- Balance concerns with positive news.
- Focus on joint working and problem solving rather than apportioning blame.
- Celebrate achievements and milestones.

### 8. **Sensitivity and empathy**

- Remember that discussions can invoke emotions.
- Show understanding and compassion especially with difficult conversations.

### 9. **Accountability and follow up**

- Always record communications – work on the premise, if it is not recorded it didn't happen.
- Follow up on agreed actions and keep parents/carers informed of outcomes.

### 10. **Whole college commitment**

- All colleagues should follow the same communication standards and tone.
- The college must have a local communication procedure/expectation.
- Leadership must model and reinforce good practice.