



## Aspris College South Wales

Communication Expectations – Aspris College South 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.