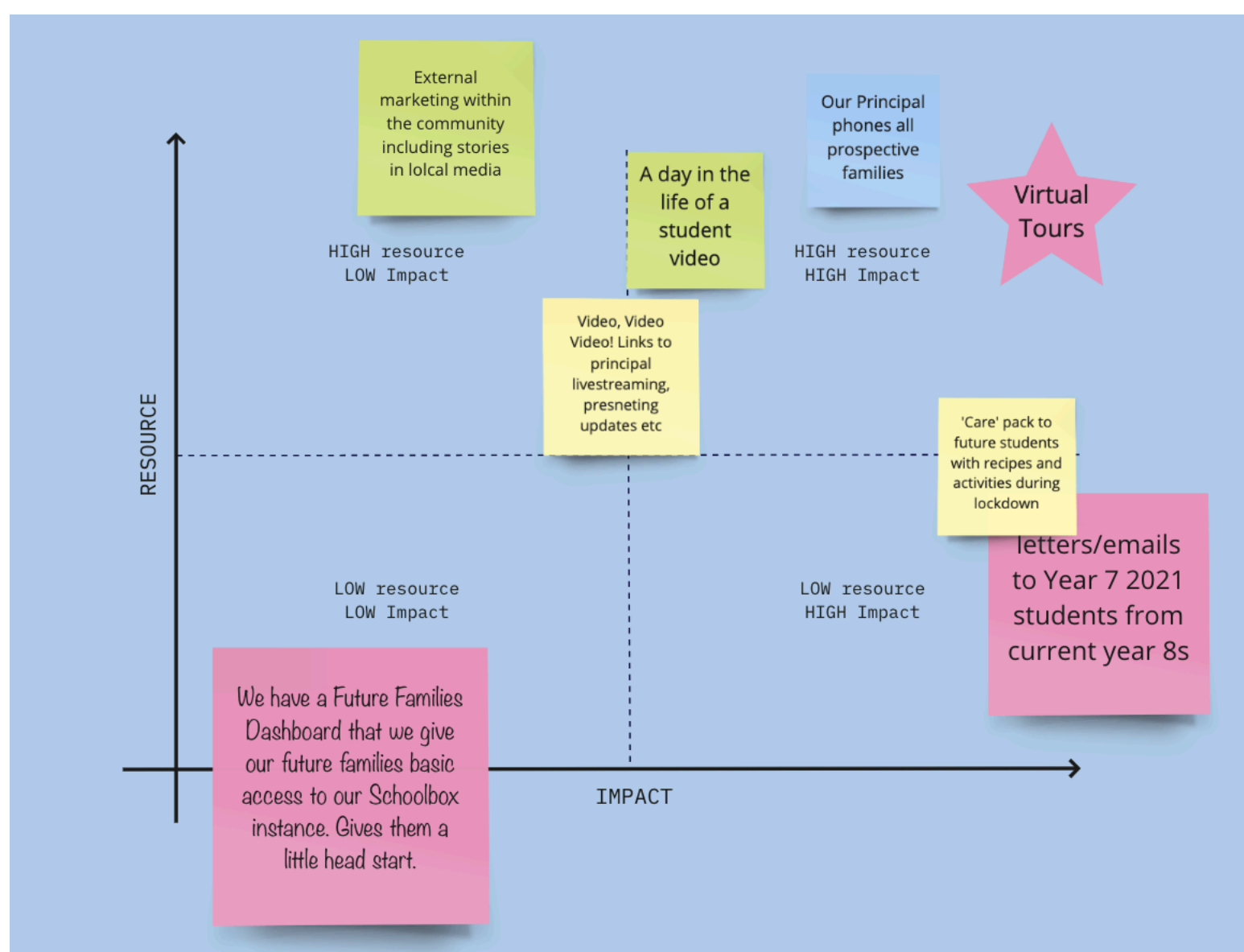


How can we / do we engage future families with what happens in our school?

We just created a video that is a message from our current Year 7's to the 2021 Year 7's.
Our School Magazine is sent to all futures as well as current community
Website newsletters
Ensure your School Leaders are visiting local Kindys/ Pre-schools to share what their school looks like
Provide parents Kinder 2020 with Schoolbox page
We conduct live virtual tours for future families with student input
Unlike the 'nag' factor of children by showing THEM what a school offers
Tour and interview
We've done a series of short videos filming current students talking about their favourite parts of the school as part of our 2021/2022 enrolment push.
Website Facebook (posts about events & other school happenings) Pre-COVID-19, had a new parents' evening, parents could come to school assemblies Looking at trialing a "New Parents" School Box page
Use students (with permission) in those videos you create to help explain systems to new parents
Through our school website
Website and Facebook page
Playgroup for young families in our ELC
sign them up for the blog posts your school currently has
YouTube Channel
We are looking at implementing Peer Pal
Principal's tour - group, one on one and virtual
use continuous formative assessment - ePortfolios through Schoolbox
MsTeams Interactive Q&A Sessions
Webinars with teachers and principal currently taking the place for information nights and school tours; virtual tours
We offer students a taster day before commencement
Include at 'induction'
Login to School System
Future Parent access to your existing Parent Portal
Target the child NOT the Parents
Regular emails
Personal phone calls to introduce the School
Come and try day
External newsletter to past parents and future parents captured through enquiries
video content, Website, Social content, sending our bi-annual college publication to future families to showcase our community
Multi-platform marketing plan covering all relevant online mediums along with a range of in person and planned PR events.
We do fortnightly newsletters on even weeks and Principals Blog on odd weeks. Weekly engagement! We also have Student Ambassadors who meet and greet and share their love of the school, and spirit of the college at co
Social Media marketing - both photo and video. YouTube ads . Online and physical Open Days. Student engagement in the community.
Digital orientation page links that they can access all information linked from one page e.g. handbook, uniform shop, booklists etc
At the beginning of the year, new parents receive their Schoolbox login very early in January
regular email communication after confirmation and before commencement
Meeting with head of campus



How can we / do we communicate well with parents we currently have in our community?

Schoolbox News and Digistorm push notifs
Links to PTA groups
assembly teams live events
We run our PT conferences online
Facebook Schoolbox College App Weekly Blog Newsletter Livestream assemblies and other school events
Parent Handbook
We use Schoolbox to communicate with families, share updates and videos from remote learning
Facebook groups for parent collaboration
Livestreaming of all onsite events that parents cannot attend at the moment
Zoom parent information sessions to answer questions for parents
We use ClassDojo, Facebook and Weekly newsletters
School App, Video messages, social media
Facebook daily posts See Saw for Primary engagement Great Transition Programs
Parent Reps
We ask parents to share their child's learning on a class social stream relevant to the lesson
We use a CRM
We use schoolbox to post news to parents
We use SkoolBag to communicate with parents
Would love to see Miro used in context of a genuine school event
We Communicate with our parent community using Compass
Welcome drinks at the start of the year and welcome morning tea at the start of each term
Seesaw and Storypark for younger students
what are the privacy settings around Miro?
Facebook
School Podcast
We communicate via email, website, Tass, App and Facebook, however, find some families still don't engage and don't want to use digital platforms. What then?
We have a group called Partnership with Parents. A committee that gives feedback to the school
We run Zoom sessions with our parents in the evenings when children are in bed. Parents join with a coffee or a glass of wine and it is just a check in - not a check up. We also have one of the pastoral staff in the session.
Tass - Parent Lounge
We use WeChat private group to communicate with our Chinese community
User friendly
We use school box news and SeeSaw for online portfolio
Newsletters Email (key comm. tool) App Social media Schoolbox
this is interesting and useful! We use schoolbox to share classroom learning with parents, both during learning at home, as well as during regular classtime
We are looking at inviting parents into the classrooms at the end of the term - a thank you and welcome back
SeeSaw to share learning with parents
welcome drinks for all sections of the school welcome morning tea for new parents of the school
We run webex sessions with parents, use webex to deliver online classes for students and parent, teacher interviews
allow parents to manage their own schoolbox notifications- choice & personalisation
Microsoft Teams
Record our certificates via video and share on schoolbox
We use our Facebook page to communicate events with parents
Digistorm School App
Information evenings for new parents
User friendly apps and one stop shop for all communication
Parent Groups
Close relationship and engagement with the P&F committees
We use blogs, newsletters, live stream awards ceremonies, online Parent Forums and engage through FB.
Send relevant updates through a parent comm. app
Schoolbox links with the community via weekly Teacher Q & A sessions synchronously

