

Jells Park Primary School Newsletter Policy

Purpose:

The school newsletter is one of the major communication channel between school and the wider community. It is an effective, regular and direct link between home and school. The newsletter creates and promotes a pro-active, inclusive and positive image of the many and varied educational programs and activities of the school to its community members.

Guidelines:

- To positively promote the school, its activities and its community of children, teachers and parents
- To communicate current educational and related aspects and issues
- To inform the school community about future events and activities
- To report on past events and activities
- To celebrate special efforts, challenges and events
- To provide opportunities for some members from the wider-community to promote activities related to children and education

Implementation:

1. The school newsletter will be distributed to all families each Thursday fortnight via the Skoolbag App and made available on the school website.
2. The newsletter will be published by office administration staff, with items for inclusion submitted via email by Tuesday morning of the week of publication.
3. The Principal (or his/her nominee) will be responsible for the final editing and proof reading of the newsletter prior to publication.
4. The Principal reserves the right to exclude or modify any submitted article, illustration or advertising material.
5. The front section of the newsletter will contain a diary list of events, activities and meetings with dates and times stated, well in advance of their occurrence to assist in the effective facilitation of family organisation.
6. The Principal's Message section will provide insights into aspects of education, health and safety, other current issues and comments on, or promotion of, particular events.
7. The bulk of the newsletter will be used to communicate the many accomplishments, activities and celebrations of past or forthcoming events across the school community.
8. The latter pages of the newsletter will have space available for a small number of service, facilities or event advertising opportunities relevant to the children or parents in the community.
9. Photos and illustrations will be included where possible and a format will be used for ease of reading in electronic form, where practicable.

Evaluation:

Successful implementation of this policy will be measured by:

- Annual Parent Opinion Survey response data
- Formal and informal comments and suggestions regarding the content, quality and relevance as a communication vehicle

This policy will be reviewed as part of Jells Park Primary School's four yearly review cycle, unless circumstances indicate other wise.