

Be Kind. Be Great. Be You.

Parental Engagement and Communication Policy

1. Introduction

At South View School (SVS), we believe that strong partnerships between parents, staff, and the wider community are essential to creating a thriving, inclusive environment for our students. Open, respectful, and constructive communication underpins these partnerships. This policy sets out the expectations, procedures, and responsibilities for parental communication, ensuring that all dialogue supports our school motto: Be Kind, Be Great, Be You.

2. Purpose

The purpose of this policy is to:

- Ensure that concerns, feedback, and suggestions are addressed appropriately and promptly.
- Promote respectful, professional, and solution-focused communication.
- Protect the wellbeing and reputation of the school, its staff, and its students.
- Clarify the responsibilities of parents and guardians when raising concerns or providing feedback.

3. Scope

This policy applies to all parents, guardians, and members of the SVS community who wish to communicate about the school, its staff, or its operations. It covers all forms of communication, including:

- In-person conversations.
- Email correspondence and school platforms (iSAMS and Seesaw).
- Social media platforms (including WhatsApp groups and public forums).
- Written communications (letters, notices, etc.).

4. Communication Guidelines

Official Channels

Parents are encouraged to use the following official channels:

- Direct communication with the relevant class teacher or staff member (via email or scheduled meetings).

- Parents must allow a 24 hour response timeline to any written communication.
- Escalation to the Head of Year, then Senior Leadership Team if matters cannot be resolved at class teacher level.
- Direct contact with the School Administration or Executive Leadership Team for significant concerns.

Confidentiality and Respect

Concerns must be raised in a respectful and confidential manner. Parents are reminded not to involve third parties or discuss school-related matters on public forums (e.g. WhatsApp groups, social media) where issues may be misrepresented or misunderstood.

Timelines

Concerns should be raised promptly. Addressing issues early allows for efficient resolution and avoids unnecessary escalation.

5. Unacceptable Forms of Communication

The following are considered unacceptable and may lead to further action:

- **Public Gossip and Negative Comments:** Discussing incidents, staff, or students negatively on social media, WhatsApp groups, or other forums.
- **False or Unverified Claims:** Sharing unverified or inaccurate information that may harm the school's reputation or the wellbeing of staff or students.
- **Disrespectful Behaviour:** Aggressive, abusive, or threatening communication towards staff or other members of the school community.

6. KHDA Parent Contract

All SVS parents are bound by the KHDA Parent Contract, which states that:

- Parents must engage with the school in a constructive and respectful manner.
- Negative or defamatory public discourse regarding the school, its staff, or community members is a breach of the contract.
- Legal action may be taken under UAE law if claims are found to be defamatory or damaging.

7. Procedure for Addressing Concerns

South View School follows a 5 step process in line with our Complaints Policy.

(Full procedures are outlined in the school's published Complaints Policy, available on the SVS website.)

8. Consequences of Violating the Policy

South View School Parental Engagement & Communication Policy 2025-2026

Review Date: August 2026

Responsible Person(s): Laura Stokes & Stuart Macpherson

Failure to follow the guidelines may result in:

- A meeting with the parent(s) to discuss inappropriate behaviour.
- A formal written warning from the school.
- Further disciplinary measures, including (in extreme cases) termination of the parent's contractual relationship with the school.

9. Summary Statement

At South View School, we value the vital role parents play in the educational journey of every child. By adhering to this policy, we ensure that communication remains respectful, solution-focused, and in the best interests of our students. Working together as a united community, we can continue to provide an environment where all children can flourish – academically, socially, and emotionally.