

# Chapman Primary School Communication Framework

**Strategic Messages**

**Internal Communication Capability**

**Clarity of purpose**

**Effective  
information  
sharing**

**Effective  
interfaces**

**Consistent  
leadership  
behaviour**

**A Connected and Integrated School Community**

## Chapman Primary School

An effective communication system is a powerful leadership and collaboration tool. It enables the school to engage with, motivate and support parents and families.

In a primary school, communication with parents is critical to address risks associated with disengaged and uninformed parents.

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## Communication Capability

A communication capability ensures discipline in communication channels, improves the quality of information and establishes mechanisms for evaluating and improving performance.

Parent communication is centred around five core elements: Departmental Policy; Whole-of-Chapman Primary School Strategy; Coordinated Teachers' Messages; Communication Channels; and Continuous Improvement.

| <b>Policy</b>   | <b>Whole-of-School Strategy</b>  | <b>Coordinated Messages</b>   | <b>Communication Channels</b>   | <b>Continuous Improvement</b>                           |
|---|--|---|---|---|
| <p>Policies are applied to standardise communication practices and achieve consistency across the Education Department.</p> | <p>Communication strategies across Chapman reflect the Principal's and Board's key messages.</p> | <p>A core narrative with key subordinate messages underpin all communication activities at Chapman.</p> | <p>Multiple communication channels are exploited to ensure key messages reach every parent.</p> | <p>Communication strategies are reviewed regularly.</p> |

## Communication Principles

### Clarity of purpose

- Teachers connect parents and students to the organisation's vision and purpose.
- Parents and students understand how they contribute to the school.

### Information sharing

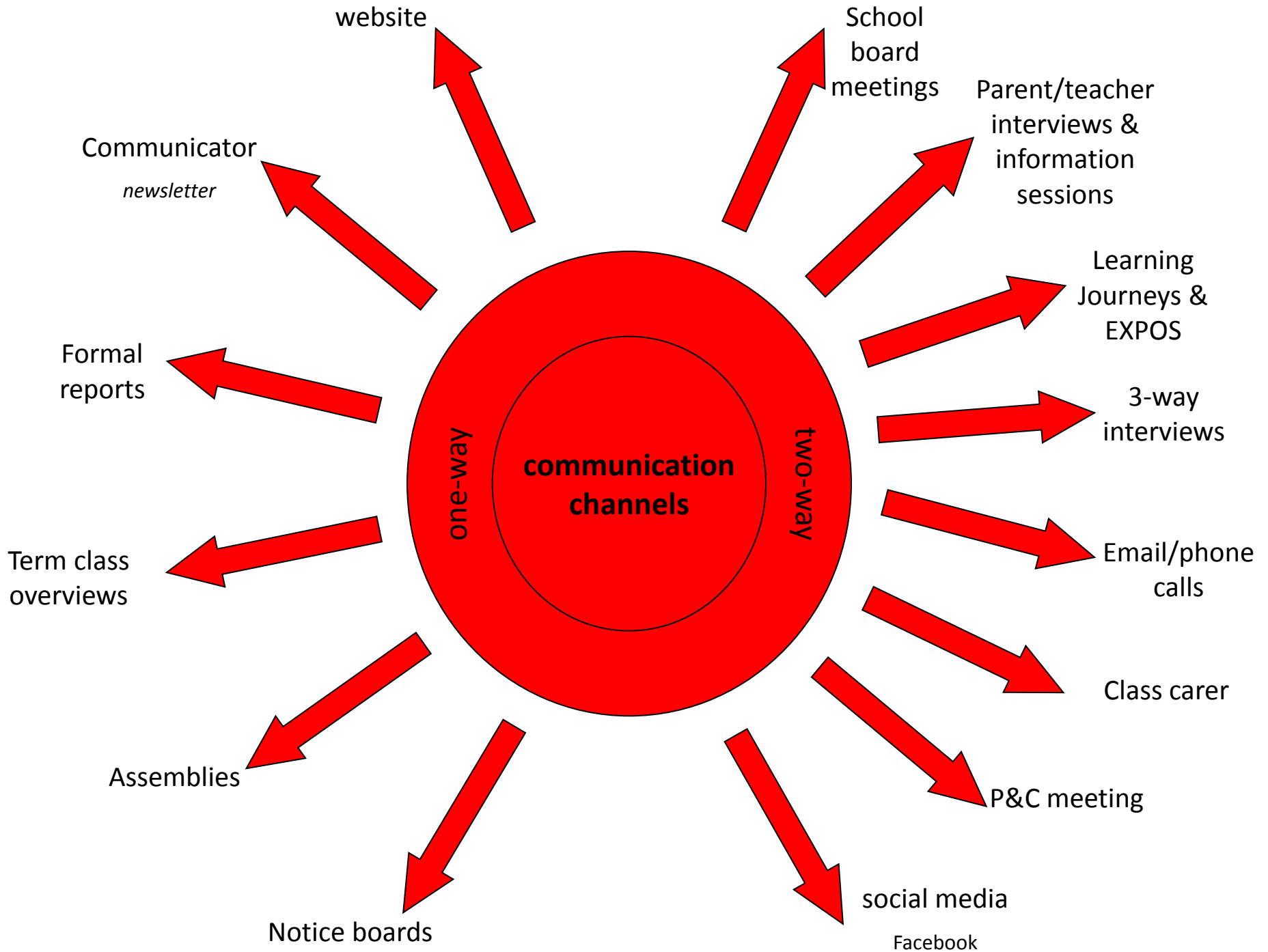
- Parents are informed, and equally they are heard.
- Teachers provide safe opportunities for families to discuss, debate and engage with them.
- Core strategic messages cascade from the Principal to teachers to students and parents.

### Effective interfaces

- A variety of communication methods are employed to ensure messages reach every teacher, student and parent.

### Leadership behaviour

- Teachers demonstrate a commitment to communicate and embed communication in day-to-day behaviour.
- Communication is authentic, transparent and proactive.



## **A Connected and Integrated School**

A connected and integrated school relies on communication to connect teachers, parents and students to each other and to the mission and aspirations of Chapman Primary School.