



## **HORBURY ACADEMY PARENT AND ACADEMY COMMUNICATION PRINCIPLES**

Horbury Academy recognises the importance of clear and effective communications with all stakeholders (students, parents/carers, governors, outside agencies, local and national bodies, etc), and is committed to being accessible through a range of communication channels. Our key stakeholders, as for any academy, are our parents/carers.

This document aims to highlight the ways in which the academy will ensure effective two-way communication takes place and the expectations of each, as follows:

**My Child at School (MCAS) Parental App** – This app (available to download on Android and iPhone devices) is our main method of communication to parents/carers, used for letters, announcements, booking appointments, and for looking at reports, timetables and our academic calendar etc.

**Student Planner** – this is a key tool for learning, monitored weekly by parent/carer and form tutor.

**Website** – the academy website, at [www.horbury.accordmat.org](http://www.horbury.accordmat.org) provides access to key information, dates, policies and whole-academy / year group letters.

**Email** – email enquiries (to be made as below) will be acknowledged within 3 working days.

- [enquiries@horbury.accordmat.org](mailto:enquiries@horbury.accordmat.org) – generic enquiries or responses to parental letters, suggestions etc.
- Pastoral Year Leader email contacts are displayed under the 'Contacts' tab on the website.

**SharePoint** – we regularly post news for the attention of our students on our academy Student SharePoint site.

**Written** – copies of whole-academy or year group letters are available on the academy website under the 'Parent' tab. Enquiries into the academy by letter will be responded to within 5 working days.

**Verbal** – telephone calls can be requested using the email contacts provided above, or by calling the academy on 01924 282740.

**Literature** – although we aim to avoid unnecessary printing, copies of materials published by the academy can be provided as hard copies upon request. Such documents are also made available on the academy website.

**Social Media** – the academy uses Facebook and Twitter to promote academy events, news and successes. Our social media accounts will not be used as a means of two-way communication.

**Parent Evenings** – to coincide with student progress updates, parents/carers can book appointments, via MCAS, to meet with class teachers and discuss progress and concerns.

**Parental Reports** – data progress reports are made available to parents/carers via MCAS.

**Parent Forum** – this parental focus group meets on a termly basis to discuss a pre-agreed agenda of topical items or proposals for consultation.

**Calendar of Events** – available on our academy website and via MCAS. Parents/carers are notified of particular events via MCAS.

**Weekly Newsletters** – published every Friday during term-time on the academy website, with the aim of keeping parents/carers up to date with news and events.

The academy appreciates that the vast majority of parents/carers contact the academy in a reasonable and professional manner. The academy expects all parents/carers and academy colleagues to treat each other politely and with courtesy and respect.