



AIS COMMUNICATION PLAN

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AIS COMMUNICATION PLAN

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Introduction

AIS believes that the modern communications channels expand and evolve from time to time, it's important to keep up with this ever-changing landscape. Reaching our entire school community in today's digital, mobile world requires a mindset and the tools to connect how and when our audiences prefer.

Successful communication strategies are an integral part of AIS reputation and image, both within our internal community and with the public.

In all environments communication from AIS should be:

- Professional
- Relevant
- Accurate
- Personalized
- Timely

Objectives of communication planning:

AIS communication plan seeks to:

- Promotion of the school's vision, values and schools achievements.
- Provide parents and the wider community with information about events, results and other happenings at the school.
- Provide a two-way channel of communication between the school and parents for open discussion and advice.
- Provide parents with an avenue for communicating their concerns to teachers and an opportunity to take their concerns further if necessary.
- Make it as easy as possible for parents to send their concerns, complains, and receive the information / respond.
- Respond quickly to written, verbal, or phoned requests for information or appointments within 24 hours (work days) and scheduling appointments within 48 hours.
- Provide a safe and honest open channel of communication between staff and students for direct discussion and advice.
- Provide a positive and nurturing learning environment

Pathways of communication 1

Parents/public – General

Methods of providing general/specific school information to parents.

Channel	Details	Audience	Responsible
Website	<ul style="list-style-type: none"> ▪ Contains annual reports, strategic plan, calendar ▪ School handbook ▪ News and events ▪ Activities 	<ul style="list-style-type: none"> ▪ Internal and external stakeholders 	<ul style="list-style-type: none"> ▪ Administrators ▪ Website administrators ▪ Website developer.
Ticketing system	<ul style="list-style-type: none"> ▪ Open ticket for any concern. 	<ul style="list-style-type: none"> ▪ Internal and external stakeholders 	<ul style="list-style-type: none"> ▪ Front office ▪ IT department ▪ Administrators
Emails	<ul style="list-style-type: none"> ▪ School general email. ▪ Teacher's email 	<ul style="list-style-type: none"> ▪ Parents / staff 	<ul style="list-style-type: none"> ▪ Teachers ▪ Admin staff
SMS	<ul style="list-style-type: none"> ▪ Using sms to inform parents/ guardians. 	<ul style="list-style-type: none"> ▪ Parents ▪ Students 	<ul style="list-style-type: none"> ▪ System supervisor ▪ Administrators

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	<ul style="list-style-type: none"> ▪ Announcements 	<ul style="list-style-type: none"> ▪ Teachers ▪ Admins 	<ul style="list-style-type: none"> ▪ Students counselor ▪ Nurse and doctors.
MyAis system	<ul style="list-style-type: none"> ▪ Guardian complaints module ▪ Messaging module 	<ul style="list-style-type: none"> ▪ Parents ▪ Students ▪ Teachers ▪ Admin staff 	<ul style="list-style-type: none"> ▪ All stakeholders
Official Social media	<ul style="list-style-type: none"> ▪ Facebook ▪ Twitter ▪ Instagram ▪ YouTube ▪ Official notifications ▪ Sharing educational articles and announcements. 	<ul style="list-style-type: none"> ▪ Internal and external stakeholders 	<ul style="list-style-type: none"> ▪ Administrators ▪ Translators and website administrators. ▪ Activities supervisor
Notice Boards	<ul style="list-style-type: none"> ▪ Updated events and information ▪ Reflects information from community ▪ Reports ▪ Students engagements 	<ul style="list-style-type: none"> ▪ Parents / students / internal stakeholders. 	<ul style="list-style-type: none"> ▪ Stage admins ▪ Administrators ▪ Observers ▪ Activity supervisor
Reception	<ul style="list-style-type: none"> ▪ Receptionist / front desk responds to any inquiry. ▪ Delegate/forward to right stakeholder. 		

Pathways of communication 2

Parents – committee / association

Channel	Details	Audience	Responsible
School Board	<ul style="list-style-type: none"> ▪ Open meetings with parents 2 times a year. ▪ Calendar schedule published online. 	<ul style="list-style-type: none"> ▪ General for Parents and community. ▪ Elected members from school and parents community. 	<ul style="list-style-type: none"> ▪ General Deputy ▪ Administrators and principals

Pathways of communication 3

Parents – students / centered

Channel	Details	Audience	Responsible
Face to Face	<ul style="list-style-type: none"> ▪ Parent/students scheduled session-formal. ▪ Parents/students informal meetings. ▪ Student’s counsel 	<ul style="list-style-type: none"> ▪ Deputies ▪ Parents ▪ Students ▪ Administrators 	<ul style="list-style-type: none"> ▪ General Deputy ▪ Administrators ▪ Academic director
Absentee notifications, and incidents	<ul style="list-style-type: none"> ▪ Written notes to parents, teachers. ▪ Verbal calls. ▪ Sms from MyAis 	<ul style="list-style-type: none"> ▪ Parents ▪ Students ▪ Teachers ▪ Deputies 	<ul style="list-style-type: none"> ▪ Deputies ▪ Student counselors.

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Pathways of communication 4

Staff to staff communication

- Directly through email system.
- MyAIS System notifications.
- Notes from executive admin.
- Direct phone calls.
- Notice boards.
- Meetings.

Pathways of communication 5

Parents to academic / administration

AIS has got a complete policy and procedure for parents concerns and complaints. Where all the above channels of communications can be used.

Rationale

1. AIS recognizes that parents and guardians have a right to raise concerns and complaints they may have and to have them addressed accordingly and appropriately. The schools' approach in dealing with concerns and complaints is based on a commitment to:
 - address the needs of our students and parents
 - provide Islamic, stimulating and advanced learning environment
 - provide a safe and supportive learning environment
 - build relationships between students, parents and staff
2. This policy and its related procedures are to ensure that concerns and complaints are dealt with in a fair and translucent way. Concerns and complaints will be handled responsibly, openly and in a timely manner, with the aim of resolving the matter to the satisfaction of all parties.
 - a. The policy allows parents' concerns/complaints about schools' issues to be dealt with efficiently and sensitively, and at the appropriate level.

Aims

- b. The policy aims to ensure that:
 - all complaints and concerns from parents/guardians, (and also students and others) are dealt with as quickly and sensitively as possible, and by the person best able to do so;
 - as far as possible all concerns should be dealt with as informally as possible;
 - A parent, student or other complainant should be able to expect to have a response to their complaint within 3-5 school days of having made the complaint. This may be an acknowledgement of the complaint, if not the final response.

Types of Concerns and Complaints:

1. Parents' concerns and complaints most commonly relate to:
 - financial and administrative issues;

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- academic (course programme, unsatisfactory teaching, too much/too little homework, weekly plans, student academic progress in a particular subject etc);
- pastoral (discipline/indiscipline, inappropriate sanctions, bullying, overall progress of the student, unhappiness of child etc);
- child protection (allegations against staff, handling of sensitive issues)
- student well-being/welfare and health and safety issues

2. For the purposes of the policy:

- a 'concern' is an subject of interest (because of its importance and effect) which is raised informally in order to improve or change a situation. For example:
I believe that the schools' extra-curricular activities program is inadequate. I don't think that it caters for students who have well-developed skills and who need to be involved in competitive sport. I think the school should review its policy in this area.
- a 'complaint' is an expression of criticism or resentment where the complainant is seeking reparation or justice. For example:
My son/daughter's Math teacher is not following the weekly plan and continuously shouting at the students when they ask him/her questions. This is totally unacceptable and I want the school management to resolve this issue as soon as possible.

3. Policy Statement

This policy and its associated procedures cover concerns and complaints about:

- general issues of student behaviour that are contrary to the school's code of conduct
- incidents of bullying or harassment in the classroom or the school yard
- learning programs, assessment and reporting of student learning
- communication with parents
- school fees and payments and general administrative issues

Any other school-related matters except as detailed below.

However, it's extremely important to emphasize that this policy guide does not cover matters for which there are existing rights of review or appeal. These matters include:

- student discipline matters involving expulsions
- complaints about employee conduct or performance and complaints that should be dealt with by performance management, grievance resolution or disciplinary action
- complaints by Department's employees related to their employment
- Student critical incident matters or other criminal matters.

Implementation

4. Summary Guide Process (Please see appendix 1 and 2 of this policy guide)

Raising a concern or complaint and parent concern and complaints process.

a. Raising a concern or a complaint

It must be made that parents/guardians must strictly follow the processes as outlined in this policy guide. Failure to do so, may result to your concern/complaint not address accordingly and appropriately.

Note: Parents should not contact other parents or students about their concerns or complaints as the school will deal with individual case following the right and correct procedures.

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b. Formal Procedure

Stage 1: Complaint heard by one of the complaint/concern coordinators (including completing a complaint/concern form);

AIS Help Desk staff will make every attempt/effort to resolve complaints/concerns informally, but if this fails the following procedure will be followed:

Stage 2: Complaint/concern is directed to Deputy Principal/Academic Director/Administrative Manager/Registration Manager/Supervisor (including completing a complaint/concern form);

Stage 3: Complaint/concern directed to the General Director/ General Deputy.

Stage 4: Complaint/concern is directed to Schools' Council to decide on the final outcome

Guidelines in addressing concerns or complaints:

If it is a trivial or a simple verbal complaint is made it might be possible in most cases to resolve it immediately by one of the Help Desk staff members (Stage 1). However, in all cases a complaint/concern should be recorded using the complaints form as necessary.

In more serious cases, or where a Help Desk staff is uncertain, a parent/guardian will be asked to put their complaint/concern in writing. The case will be directed to the appropriate person/section to deal with it immediately within the given timeframe. This is to ensure that there is no conflict in determining what the complaint consists of and the action taken by person dealing with the complaint/concern.

All complaints will be noted and acted on promptly by the staff member who receives the complaint and a timeframe will be given to the parent/guardian to investigate the complaint/concern.

Outcome/Decision Making Process

In a normal circumstances, the Deputy Principal/Academic Director responsible will decide on the outcome of the complaint/concern at this stage, but may delegate the collating of information to other member of staff to investigate the issue before any decision can be taken.

The Deputy Principal/Academic Director will normally resolve the matter within 3-5 school days of receiving notification of the complaint/concern (Stage 2).

If the Academic Director/Deputy Principal is unable to resolve the issue, it is open to the complainant to make representations to the General Deputy (Stage 3).

However, in exceptional circumstances a longer time scale can be agreed, either by agreement with all parties or by a decision of the School Council (chaired by General Director) if no agreement is reached.

AIS senior management will ensure that every attempt to resolve a concern or complaint as quickly as possible. However, if a complaint involves many students and/or complex issues, the management will need more time to investigate and resolve the issues.

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RAISING A CONCERN OR COMPLAINT Appendix 1

ABOUT WHAT/ISSUE AND WHO TO CONTACT

Student Discipline/Behavior

Student Suspensions &/or Expulsions, Critical Incidents, Incident of Bullying or Harassment Mr. Wajih Samara
Deputy Principal (HS)

Mr. Feras Alshare, Deputy Principal (MS)

Mr. Bagis Abuhassan, Deputy Principal (PS)

Mr. Saleh Zakaria, Deputy Principal (IG, AS, A2) • Telephone, Email

- Arrange an appointment (Time: 10 a.m. to 11 a.m.)

Teacher Discipline

Teacher Conduct, Attendance, or Teacher Performance Mr. Wajih Samara Deputy Principal (HS)

Mr. Feras Alshare, Deputy Principal (MS)

Mr. Bagis Abuhassan, Deputy Principal (PS)

Mr. Saleh Zakaria, Deputy Principal (IG, AS & A2)

Completing a complaint /concern form)

- Telephone, Email
- Arrange an appointment (Time: 10 a.m. to 11 a.m.)
 - Academic Classroom Activities, School Curriculum, Learning Program, Assessment or Reporting Mr. Alee Abdu Kareem Kamara (Academic Director)
 - Mr. Tariq Saeed, Academic Supervisor (MS & HS)
 - Mr. Barhum Asad, Academic Supervisor (PS)
 - Mr. Mohamed Fawzy (SAT Coordinator)
 - Mr. Amanulla Hanifa (IG, AS & A2 Coordinator)
- Completing a complaint/concern form)
- Telephone
- Arrange an appointment

(Time: 8 a.m. to 9 a.m.)

School Management, Complex student issues, Student Welfare, Staff Members

School Policy, School Management, Ministry regulations and policies

Mr. Saad Al Mugairen (General Director)

Mr. Faruq Al Hara (General Deputy) • Come in person

- Completing a complaint/concern form)
- Telephone, Email
- Arrange an appointment (Time: 9 a.m. to 10 a.m.)

Administrative,

Registration and Fees

School Fees & payments

Student Registration

Schools' Buses

General enquiries Mr. Jamal Saeed (Administrative Manager)

Mr. Mohammed Zidan (Registration Manager)

Mr. Hussein Al Ansari (Schools' Buses Supervisor)

- Come in person

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- Telephone, Email
- Arrange an appointment

Time: (8 a.m. to 10 a.m.)

PARENT CONCERNS & COMPLAINTS PROTOCOLS

Appendix 2

GENERAL ADVICE TO FOLLOW THE CORRECT PROCEDURES

AIS staff will listen to your concerns/complaints and work with you to resolve any issues that you might have. AIS staff members and parents are expected to be reasonable and fair to all parties. It is in the best interests of all our children to establish an Islamic and international learning community that ensures the acquisition of responsibility to meet the needs of every child. In this regard, we are able to maintain our 'Open Door Policy' by requesting your co-operation with the following rules.

Please: All visitors to the school must report to the school help desk upon arrival.

- Raise your concern as soon as you can after the issue occurs
- Put it in writing, providing detailed factual information
- Maintain and respect everyone's privacy and confidentiality
- Islamic code of ethics must be observed at all times (Very Important)
- Be calm, courteous, honest and sincere
- Recognize everyone has rights and responsibilities that must be balanced
- Respect and understand each other's point of view; value difference rather than judge and blame
- Realize we need to achieve an outcome acceptable to everyone involved
- Class teachers will usually be available for an Open Door meeting at the end of the school day. In some cases, the teacher may not be available for genuine reasons and a different meeting time should be arranged with the school help desk staff.
- if you feel that the matter needs more than 10 minutes to discuss, then parents should phone the school help desk to make an appointment to see the member of staff at a mutually convenient time.
- Please make sure you clearly state the purpose of the meeting request.
- General Director, General Deputy, Academic Director, Deputy Principals, HoDs and Students Counselors can be seen during the school working hours, but to ensure a meeting, please make an appointment.
- Our Help Desk staff are available during the weekdays between 6:30 a.m. to 2:30 p.m. (Sunday to Thursday) and between 8:00 a.m. to 1:00 p.m. (Saturday).
- Parents are not allowed to raise their voices at any of our staff, particularly in front of children.
- Aggressive or threatening behaviour is also unacceptable and will not be tolerated.
- Parents are not allowed to enter the school without prior notice of the school management.
- Parents/guardians are welcome to discuss academic progress with their respective teachers during our Parent-Teacher conferences in each semester.
- Anyone who misuses the Open Door Policy may be asked to leave the school premises and future meetings will only be held after a prior appointment is made.

Summary of Complaints/Concerns procedure for the Parents/Guardians (stages 1 – 4) Appendix 3

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School Email and MyAis system messaging policy for (parents - staff)

Email and MyAis messaging are seen as an effective form of communication between the school and parents. AIS expects that parents and school staff will use them in a responsible manner. By communicating via email and/or the MyAis messaging system all users agree to adhere to this policy and expected behaviors it outlines. Users who don't comply with this policy may be requested to cease communicating in this way.

Rationale:

The use of email and/or MyAis messaging allow the school, teachers and parents to communicate together in a quick and efficient manner.

Purpose:

1. To ensure the use of email and/or MyAis messaging communication between teachers and parents is carried out in a mutually respectful manner.
2. To ensure all email and MyAis communication is treated in a confidential, legal and ethical manner.
3. To provide processes that minimize the chance of inappropriate use, and provide clear consequences of such usage.

Email and MyAis messaging system agreement:

All users must adhere to all conditions below.

1. Appreciate using those services to communicate does not result in an immediate response however a maximum 48 hour (workdays) acknowledgement of receipt is expected. Actual response to an email query may take up to 2 more days depending upon request.
2. Recipient of an email or message from the system agrees to not forward, cut or paste sections of a senders email or message for further publication within the community without the explicit approval from the sender.
3. If the recipient feels they are receiving an unreasonable amount of emails or messages they can request that the sender desist in sending further emails and that this request will be followed.
4. All communication methods will be carried out in a professional and appropriate format and tone.

Email policy for AIS staff:

Email is a business communication tool and users are obliged to use this tool in a responsible, effective and lawful manner.

Legal requirements:

The following rules are required by law and are to be strictly adhered to:

It is strictly prohibited to send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks. If you receive an email of this nature, you must promptly notify your supervisor.

- Don't forward a message without acquiring permission from the sender first.
- Don't send unsolicited email messages.
- Don't forget to attempt to gorge email messages.
- Don't send email messages using another person's email account.
- Don't copy a message or attachment belonging to another user without permission of the originator.

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- Don't disguise or attempt to disguise your identity when sending email.

Best practices

AIS considers email as an important means of communication and recognizes the importance of proper email content and speedy replies in conveying a professional image and delivering good customer service. Therefore, AIS wishes users to adhere to the following guidelines:

1. Write well-structure emails and use short, descriptive subjects.
2. AIS email style is informal, this means that sentences can be short and to the point. You can start your email with "Salam", "Hi", "Dear", and the name of the person. Messages can be ended with "Regards". The use of internet abbreviations and character such as smileys, however, is not allowed.
3. Signatures must include your name, job title and school name.
4. Used the spell checker before you send out an email
5. Don't send unnecessary attachment. Compress attachments larger than 300K before sending them.
6. Don't write emails in capitals.
7. Don't used Bcc, don't use cc: field unless the cc: recipient is aware that you will be copying email to him/her and knows what action, if any, to take.
8. If you forward email, state clearly what action you expect the recipient to take.
9. Only send emails of which the content could be displayed on a public notice board. If they cannot be displayed publicly in their current state, consider rephrasing the email, using other means of communication.

Replying to emails:

Emails should be answered within at least 48 hour (work days), but users must endeavor to answer priority emails within 24 hour (work days).

Priority emails are emails from parents concerns, important enquiries and administrative staff.

Personal use

- Although AIS's email system is meant for school use, AIS allows the reasonable use of email for personal use if certain guidelines are adhered to:
 1. Personal use of email should not interfere with work.
 2. Personal emails must also adhere to the guidelines in this policy / plan.
 3. Personal emails are kept in a separate folder, named "private". The emails in this folder must be deleted weekly.
 4. The forwarding chain letter, junk mail, jokes and executable is strictly forbidden.
 5. Don't send mass mailings.
 6. All messages distributed via the school's email system, even personal emails are AIS's property.

Confidential information

Avoid sending confidential information by email. If you do, you must secure the information by including it in a word or excel file with a protecting password. Then provide the recipient with the password by means of other communication, for instance by telephone.

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Email accounts

All email accounts maintained on our email system (arrowad.sch.sa domain) are property of AIS. Passwords should not be given to other people and should be changed regularly.

You must have no expectation of privacy in anything you create, store, send or receive. Your email can be monitored without prior notification if AIS deems this necessary.

If there is evidence that you are not adhering to the guidelines set out in this policy, AIS reserves the right to take disciplinary action, including termination and/or legal action.