

# COMMUNICATING EFFECTIVELY WITH PARENTS

CODE 9039

## ABOUT THIS COURSE

Revised and updated for Autumn 2022, Communicating Effectively with Parents, is aimed at all school staff who communicate with parents as part of their role. This includes support staff and admin staff.

The course explores ways of positively and proactively building relationships with parents. The focus of the course is that, by taking time to cultivate two-way open communication, conflicts are less likely to occur. Where they do occur, there are understood processes for addressing them.

## PROGRAMME

### The importance of proactive parental communication 10.00 – 11.00am

- Why proactively building communication with parents is important
- The negative consequences of keeping parents at arm's length
- Examples of effective school-parent communication strategies

Discussion: coffee break 11.00 – 11.15am

### Effective strategies to communicate effectively with parents 11.15 – 12.30pm

- Effective strategies to communicate effectively with parents according to the medium
- Explore the impact of how the school communicates with parents on their children
- Phone and Video communication
- Face-to-face communication, including parents' evenings
- Written communication: whole-school and with individual parents
- Communication through formal documents such as permission forms, reading records, planners; behaviour reports
- At the school gates: Informal communication

### The Parent, the Child and the Teacher: The Communication Triangle 12.30 – 1.00pm

- The child as the centre of communication: academic and pastoral impact
- How do parents initiate contact with the school?
- The school website and parental communication
- Parents' evenings: Do they work? In secondary schools?
- Examples of successful school strategies
- Parent Communication Policy: A working document

Lunch and informal discussion 1.00 – 2.00pm

### Managing conflict with parents 2.00 – 3.00pm

- Communicating with parents on difficult topics related to their child.
- Why conflicts with parents occur: What is within the school's control?
- Understand the reasons for potential conflict with parents and how to manage them if they occur
- Understand the drivers and motivations displayed by individuals who are distressed and may become aggressive and disruptive
- Utilise de-escalation strategies, including the importance of targeted communication
- Managing conflict: Formal strategies
- Managing conflict: Interpersonal strategies

Discussion and Afternoon Tea 3.00 – 3.30pm

LOCATION/DATE

**London**

**Thursday 10 November 2022**

**Thursday 09 March 2023**

## COURSE LEADER

**Steve Waters** taught in secondary schools for 30 years before he left while an Assistant Principal to work for 6 years with school improvement teams in two local authorities. He is now joint founder and director of Teach Well Toolkit ([www.teachwelltoolkit.com](http://www.teachwelltoolkit.com)), which supports the wellbeing and mental health of staff through a school membership programme.

He has an MA in Education, an Advanced Diploma in Educational Management and holds the NPQH.

## WHO SHOULD ATTEND?

- Headteachers and members of senior leadership teams.
- Heads of Year, Phase Leaders and Pastoral staff.
- Mental health staff who liaise with parents, e.g., school counsellor.
- Parent governor.
- Designated Safeguarding Lead.
- All school staff, including support staff, who communicate with parents.

## BENEFITS OF ATTENDING

- Gain an understanding of the benefits of a proactive school approach to parental communication.
- Appreciate the different strategies needed to communicate effectively with parents according to the medium.
- Explore the impact of how the school communicates with parents on their children.
- Understand the reasons for potential conflict with parents and how to manage them if they occur.
- Take away a blueprint for developing a whole-school working parental communication policy.