

# Capturing Calderwood: Communication

We recently asked families to review our communication approaches and the findings are below. 27% of families responded. This questionnaire was shared on the blog, in two Chronicle newsletters and via the clan reps.

## Use of Twitter

2. I feel it is important to celebrate and share our achievements with our wider community and partners.

[More Details](#)

[Insights](#)

● Yes	38
● No	10
● Yes, but I don't always have tim...	29



## Calderwood Chronicle

4. The format of the newsletter is accessible.

[More Details](#)

[Insights](#)

● Yes	72
● No	5



5. Frequency: How often do you want to receive the Calderwood Chronicle (newsletter) e-mails?

[More Details](#)

● Weekly	39
● Fortnightly	19
● Monthly	17
● Never	1



6. Question 5 - 7 are about how useful you find each section of the Calderwood Chronicle:

Calderwood Commitments (actions):

[More Details](#)

Very useful	49
Somewhat useful	25
Not useful	3



7. Calderwood Calendar:

[More Details](#)

[Insights](#)

Very useful	72
Somewhat useful	5
Not useful	0



8. Capturing Calderwood (Twitter links):

[More Details](#)

[Insights](#)

Very useful	15
Somewhat useful	35
Not useful	24



9. Calderwood Communication (news about what is happening in the school):

[More Details](#)

[Insights](#)

Very useful	53
Somewhat useful	24
Not useful	0



10. Calderwood Compliments (where we share successes and say thank you):

[More Details](#)

[Insights](#)

Very useful	36
Somewhat useful	32
Not useful	6



## Blog

12. I feel that the blog is a useful platform to share and communicate information from Calderwood.

[More Details](#)

[Insights](#)

Yes	21
No	12
Yes, but I don't always have tim...	28
Only as somewhere to link to e...	16



13. I feel that it it useful that the Chronicle links to any important information on the blog.

[More Details](#)

[Insights](#)

Yes	48
No	8
Yes, but I don't always have tim...	21



## Email

15. We have recently started emailing deadline reminders to families, for example, milk ordering, etc.

I find these emails reminders useful.

[More Details](#)

[Insights](#)

Yes	75
No	2



17. When I email the school office, I always get a timely response (council policy is 5 working days) by email or phone call.

[More Details](#)

[Insights](#)

Yes	61
No	2
N/A	14



19. I know I can contact the school office for use with using school systems, such as iPay, email, and Parent Portal.

[More Details](#)

[Insights](#)

Yes	58
No	3
I have never required support w...	16



20. Taking into account all the changes we've made so far, how informed do you feel?

[More Details](#)

More	55
Less	0
About the same	21



21. Do you now find it easier to stay on top of key dates and actions?

[More Details](#)

[Insights](#)

Yes	57
No	8
About the same	11



## Communication General Feedback:

- I think the school does an amazing job at keeping everyone up to date through twitter and email. Tbh I don't use the blog other than links from the Chronicle but understand it is the place all information is saved and links in with emails and Twitter and I know how to access it if I am looking for something I have maybe missed.
- Great work the with new communication approach. I can definitely see a difference in the communications from the school. I'm finding it much easier to know where to look for updates. I absolutely love the calendar.
- Keep it weekly as the amount of questions people ask on the what's app groups. This will hopefully keep the important dates and news at the forefront of people's minds.
- I actually think you have positioned this (chronicle) well it's not too long and helpful as a parent much better than the methods when the school first opened.
- The chronicle is much better in its current format where important dates are bullet pointed in the E-mail without having to click any links.
- I feel the communications have improved a lot and much easier to find. The chronicle works well.
- The email reminders for deadlines are really useful.
- I've always had very helpful calls with the school office. They have always replied to emails the same day and any telephone call queries have been dealt with within an hour.
- I think you're doing a great job at communicating. I honestly think that no matter what you do there will always be people that miss stuff.
- Think current communication is working well.
- Thanks you for improving the Communication- it is noted and appreciate

You said ...	We already do ...	We will do ...
<b>Next steps or further suggestions for twitter:</b>		
There is a mixed view from families about the use of Twitter, some enjoy it and some don't see the need for it.		Continue to monitor our use of Twitter.
I don't see the need for the school to promote itself within the sector or to show childrens achievements on social media.	Most schools across West Lothian use Twitter to share successes and achievements.  The survey suggests that families want to continue with this.	Create a video to help with use of teams at home.
Prefer if time was spent by teachers and senior leaders on sharing updates on our own childrens learning and development.	Updates on children's progress and learning is done using a range of methods. You can find these in <a href="#">our profiling strategy here</a> .	
<b>Next steps or further suggestions for the chronicle:</b>		
I think the tone of communication could be improved, message from Head Teacher, etc.	We removed the Head Teacher update from the chronicle as families reported they wanted less content and preferred to know the actions/ calendar dates, etc.	We can add this back in if families would like to see it.
One channel for communication.	The blog is the one place for all our information news, the highlights of this is linked to the chronicle for families to explore further if they choose.	We are open to suggestions on how we make improvements to make this more streamlined.
Formatting is sometimes hard to view and links don't work.  Why email and PDF?  There are too many embedded links in the chronicle, this would be better in a written newsletter.	In previous consultations, families felt a monthly newsletter with all the information in it was too long, whereas a weekly email with links let them click to find more information, if they were interested. PDF is to support the formatting of the email for those who don't find email accessible.	We will review this with the communication group.
Use of Calderwood/ alliteration terms.	As a brand new school, it gives us the opportunity to do something different and it is part of our branding.	We will continue to reflect on this approach and use the 'normal terms' in brackets.
Prefer monthly emails and letter home.	Originally we sent out a chronicle every 2-4 weeks. Families have said they prefer a weekly email and this is also reflected in the survey.  Letters home would be a huge cost to the school for paper and printing.	
<b>Next steps or further suggestions for the calendar:</b>		
Highlight if there has been a change to previous information.	We now update the date at the top of the calendar and highlight in a different colour any changes or additions.	

A bit more visual and able to be filtered by class.		If you have any advice on what system we could use to support, we would appreciate it.
<b>Please share any next steps or further suggestions for communication.</b>		
3 families have suggested the school app.		Communication group will look at the pros and cons of this channel.
Ensuring information is correct, so duplicates are not sent out, for example, the P.E days.		Apologises for this, we will try to ensure this doesn't happen again.
Ensuring dates that families are invited into school are spread out.		We will look at the calendar and try to ensure events are spread out over the year and see if any events can be linked as suggested.
Rationale and always being clear about decisions in communication.		We will continue to look at this and try to be clear with our rationale for decisions.