



Beaconhouse Private School Al Ain

Communications Policy

2025-2026

(Reviewed in August 2025)

Reviewed by:	SLT
Review Date:	August 2025
Next Review Date:	June 2026
SLT's Signature:	<i>Mahmoud</i> <i>MSShark</i>
Principal's Signature:	<i>[Signature]</i>
Board Governor's Signature:	<i>[Signature]</i>



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1. Introduction

At Beaconhouse Private School Al Ain, we recognise that effective communication is a cornerstone of student success. We are committed to fostering transparent, timely, and respectful communication between the school, students, parents, and the wider school community, in alignment with ADEK's Parent Engagement Policy and regulatory requirements.

This policy defines the processes, channels, and expectations for school communication to ensure a positive, collaborative, and supportive learning environment.

2. Objectives

- To ensure consistent, clear, and accessible communication for all stakeholders.
- To promote strong partnerships between the school, parents, and students.
- To comply fully with ADEK regulations regarding parent engagement and communication.
- To provide parents with the information and opportunities they need to actively participate in their children's learning, wellbeing, and school life.

3. Communication Principles

The school upholds the following principles in all communications:

- **Respect:** All communications will be courteous, culturally sensitive, and respectful of UAE values.
- **Clarity:** Information will be clear, accurate, and consistent.
- **Timeliness:** Responses will be provided within a reasonable timeframe (normally within one working day).
- **Accessibility:** Communication will be available in multiple formats to meet the diverse needs of families.
- **Confidentiality:** Sensitive information will be treated with respect and handled in accordance with privacy and safeguarding regulations.

4. Channels of Communication

In line with ADEK guidelines, the school uses a variety of communication channels, including:

- Email (preferred for staff and teacher contact)
- Class Dojo for announcements, updates, and quick parent messaging
- Google Classroom for weekly subject materials, homework, and resources
- Phone calls to the school reception for urgent issues
- Scheduled in-person meetings with the relevant staff member
- School newsletters, circulars, and website
- Parent workshops, open days, and consultation meetings

An emergency mass notification system (text messages, public address, or mobile app alerts) will be activated as needed in line with ADEK Health and Safety Policy.

5. Communication Responsibilities

5.1 Parents

Parents are expected to:

- Use the designated communication channels as outlined above
- Maintain respectful and professional interactions with staff, as per the Parent Code of Conduct
- Monitor communications from the school and respond promptly
- Attend scheduled parent-teacher conferences and workshops
- Support their child's learning through open dialogue and cooperation with the school
- Notify the school of any changes regarding contact information, medical needs, or student circumstances

5.2 Staff

Staff will:

- Respond to parent enquiries within one working day

- Communicate proactively about student progress, behaviour, and wellbeing
- Keep clear records of all communications with parents
- Provide opportunities for parent involvement in school life
- Ensure parents are aware of and understand school policies, procedures, and key dates

6. Escalation Process

If a parent's concern is not resolved by the first point of contact, it may be escalated in this order:

1. Relevant teacher or homeroom teacher
2. MLT - Subject coordinator
3. Student supervisor for behavioural or social matters
4. School social worker
5. Parent Relations Officer (Ms Riham)
6. Head of Department (e.g., Ms. Gail, Mr. Saaqib, Ms. Maheen, Mr. Ahmed)
7. Principal

7. Parent Engagement Commitments

In accordance with ADEK's Parent Engagement Policy, the school will:

- Provide all parents with access to essential school policies and procedures.
- Develop and maintain a Parent-School communication through circulars, Class Dojo and emails.
- Facilitate parent involvement through councils, committees, and regular feedback opportunities
- Share information about academic achievement, attendance, wellbeing, and extracurricular opportunities
- Actively engage parents in curriculum discussions, learning progress, and assessment
- Promote opportunities for volunteering and community involvement
- Support equitable access for parents of students with additional learning needs

8. Additional Measures

- All parents will be reminded regularly about the maximum weight of school bags, as per the School Bag Weight Policy.
- Parents will receive updates about school inspections, fees, calendars, and any changes to policies, in compliance with ADEK requirements.
- The school will maintain secure records of parent communications.

9. Review and Compliance

This policy will be reviewed annually to ensure compliance with ADEK regulations and to reflect community feedback. The policy takes effect from the date of approval and shall be distributed to all parents and staff and published on the school website.

Parent Undertaking

As a school, we believe that our communication systems should reflect the standards and ethos of Beaconhouse Private School (BPS).

We have clear guidelines on the appropriate channels of communication, and we expect both students and parents to adhere to them to maintain the high reputation of the school.

I, _____ (name of the parent), parent of
_____ (name of the student) studying in year _____,
hereby acknowledge that I have read, understood, and agree to comply with the BPS Al Ain Communications Policy. I understand the importance of adhering to the guidelines and procedures outlined in this policy and commit to upholding them in my actions and responsibilities.

Parent's Signature: _____

Date: _____