

## Parent Communication Framework Template for Schools

### Objective

To foster transparent, consistent, and collaborative communication between the school and parents to enhance student well-being, learning outcomes, and mutual trust.

### A. Quarterly Communication Calendar

Month	Tool/Mode	Purpose	Responsible Person
April	Welcome letter & Year-at-a-glance	Share academic calendar, rules, values, expectations, parent booklet	Principal
May	Newsletter (Q1)	Highlight early achievements, orientation recaps	Class Teachers
June	Parent Feedback Form (Online)	Gather input on teaching-learning, environment	Coordinator
July	Open House / PTM 1	Face-to-face feedback & performance discussion	Teachers/Principal
August	Circulars & Notices	Independence Day, Assessments, Holidays	Admin
September	Newsletter (Q2)	Showcase events, academic focus, notices	Class Teachers
October	Mid-year Feedback Survey	Mid-course corrections, suggestions	Principal
November	Open House / PTM 2	Share Term I report, student behaviour notes	Class Teachers
December	Year-End Newsletter (Q3)	Summarise term highlights, plans	Coordinator
January	Parent Workshop	Parenting tips, academic support, safety	Counselor
February	PTM 3 / Special Ed Support Review	Final academic stretch support	Teachers/Counselor
March	Year-End Feedback & Thank You Note	Reflective survey, gratitude note	Principal/Admin

## B. Modes of Communication

- **Formal:**
  - Newsletters (digital/printed)
  - SMS/Email alerts
  - Parent-Teacher Meetings
  - School app updates
  - Circulars / Notices
- **Informal/Interactive:**
  - WhatsApp groups (class-specific)
  - Suggestion box
  - Coffee mornings with Principal
  - Social media (event photos, reminders)

## C. Immediate Issue-Response Protocol

Issue Type	Reporting Channel	Response Time	Escalation Point
<b>Student Safety / Bullying / Abuse</b>	Direct to Principal / Counselor	Immediate (same day)	Child Protection Committee
<b>Academic Concern</b>	Email/Note to Class Teacher	Within 2 working days	Academic Coordinator
<b>Behavioural Issues</b>	Teacher call or diary note	Within 2 working days	Vice Principal
<b>Transport / Infrastructure</b>	Admin contact or office visit	Within 2–3 working days	Admin Officer
<b>Fee/Finance Queries</b>	Front Desk / Accounts email	Within 2 working days	Finance Manager

**Note:** Maintain a communication log for all parent interactions involving concerns or grievances.

## D. Communication Principles

- **Respectful & Clear:** Tone should be friendly, informative, and jargon-free.
- **Bilingual Access:** Where needed, provide updates in Hindi/vernacular languages.
- **Data Protected:** Parent and student data to be stored and shared securely.
- **Feedback-Friendly:** End major communications with a call for suggestions.

### **Optional Add-Ons**

- Monthly Birthday Wishes Email to Parents
- Quarterly “Star Parent” Recognition for involvement
- Annual Parent Communication Survey