

Manage School Information for Great Results



Listen

- Understand what different people (school team, parents, students, local community) **need to know** about your school.
- **Walk in their shoes:** understand how they like to receive information – motivations and concerns.
- Be clear about your **expectations** of them to create a great school experience.
- Keep listening and **testing new ideas** with surveys and discussions.



Plan

- Take a planned approach to manage school information: 'air traffic control' with visibility of what is being shared – when, what, who and how.
- Be clear who should own and update the plan.
- Agree sign offs for each level of information (urgent, important and nice to know).



Prioritise

Take a traffic light approach to prioritise messages:

- **Red** is urgent (think a direct text message)
- **Amber** is important (think an email)
- **Green** is nice to know (think your website or social media)
- Choose the best way to share the message based on what you want to achieve. For example, more sensitive information will need a conversation.



Manage

- Have a person who is responsible for managing school information.
- Train them and give them the authority to say 'no' so your approach is followed consistently.
- Set communication principles to reinforce your vision and values.
- Develop an 'Information Finder' with commonly asked questions and answers for parents and your school team.

When it goes well

- ✓ Messages are understood
- ✓ Action is taken
- 😊 People are happy
- 📈 Your reputation grows

When it goes wrong

- ❓ Confusion and disputes
- 🕒 Wasted time
- ❗ Risks increase
- ⚠️ Actions not taken
- 👎 Your reputation is damaged

Suggested communication principles

- 👂 Listen to understand
- 💬 Use bite size and clear messages
- 🔄 Be proactive in sharing information
- 📅 Take a planned approach
- 🔔 Let the school team know first
- 🤝 Build relationships with parents