



Communication and Parent Engagement Policy

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0.1	Communication and Parent Engagement Policy	Final	SLT	Principal	January 2025	August 2026	August 2027
Regional Director		Principal			Vice Principal		
Head of Foundation Stage		Head of Primary			Head of Secondary		



A. Introduction

At Newlands, we believe in fostering open and constructive communication between the school, its staff, and the parent community. This policy outlines the appropriate channels and methods for addressing concerns, as well as the responsibilities of parents in maintaining a positive and respectful school environment.

B. Purpose

The purpose of this policy is to:

- Ensure that concerns are addressed appropriately and promptly.
- Promote respectful and professional communication.
- Protect the reputation of the school, its staff, and students.
- Clarify the responsibilities of parents in communicating concerns and feedback.

C. Scope

This policy applies to all parents, guardians, and members of the school community who wish to communicate concerns, complaints, or feedback about the school, its staff, or its operations. It covers all forms of communication, including but not limited to:

- In-person conversations.
- Email correspondence.
- Social media platforms (including WhatsApp groups and public forums).
- Written communications (letters, notices, etc.).

D. Communication Guidelines

Official Channels: Parents are encouraged to raise concerns using **official channels**. These include:

- Direct communication with the relevant teacher or staff member via email, Class Dojo, E-praise or scheduled meetings.
- Contacting the school administration for issues that cannot be addressed at the teacher level.

Confidentiality and Respect: Concerns should be communicated in a respectful and confidential manner, without involving third parties or making unverified claims in public forums (e.g., social media groups, WhatsApp groups). Discussing school matters in public or social media groups can lead to misunderstandings, spread false information, and negatively impact the school's reputation.

Timeliness: Parents should raise concerns as soon as possible to ensure that issues can be addressed promptly. Delayed communication can complicate problem resolution.



E. Unacceptable Forms of Communication

- **Public Gossip and Negative Comments:** Parents are discouraged from discussing specific incidents, staff members, or students negatively on public platforms such as social media, WhatsApp groups, or community forums, especially without full understanding of the situation.
- **False or Unverified Claims:** Sharing unverified or false information about the school, staff, or other students is considered harmful and damaging. This type of communication is not acceptable under any circumstances and may be subject to further action.

F. KHDA Parent Contract and Legal Implications

All parents have agreed to adhere to the guidelines set forth in the **KHDA Parent Contract**, which includes provisions regarding communication and behavior. The contract explicitly states that:

- Parents should engage with the school in a constructive and respectful manner.
- Negative public discourse or defamation of the school or its members is considered a violation of this agreement.
- Legal action may be taken if claims are proven to be false or defamatory, as per UAE law and the provisions of the KHDA contract.

G. Procedure for Addressing Concerns

If a parent has a concern or complaint, the following procedure should be followed:

We have adopted a 3-stage process for dealing with complaints:

- Stage 1 – Informal resolution 1a (Teaching Faculty)
Informal resolution 1b (Senior Leadership Team)
- Stage 2 – Formal investigation (Executive Leadership Team)
- Stage 3 – Review panel (KHDA or Independent Panel)

The brief procedures can be found in the school's Complaint Policy, which is published on the school's website. Below is the link to the policies.

https://newlandsschool.ae/pages/school_policies

H. Consequences of Violating the Policy

Failure to adhere to the guidelines outlined in this policy may result in the following actions:

- A formal written warning from the school.
- A meeting with the parents to discuss inappropriate behavior.
- Further disciplinary action, which may include termination of the parents' relationship with the school (in extreme cases).



I. Final Remarks

We encourage all parents to maintain open, respectful, and constructive communication with the school. Our goal is to work together to create the best possible learning environment for our students. By adhering to the communication guidelines in this policy, we can ensure that concerns are resolved fairly and efficiently, and that the school community remains positive and supportive for all.