



**Policy Name: Parental Engagement Policy  
2023-24**

Policy reviewed by: Sam Pedder, Assistant Principal

Date reviewed: August 2023

Date of next review: August 2024

## Parental Engagement Policy

### Purpose

At Jumeirah College we provide a platform for all students to reach their full and aspirational potential, where they can achieve beyond limits. Jumeirah College understands that a positive interaction between school and home are vital to a child's development and education. We provide a variety of parent programmes and resources aimed at enhancing the relationship between parents, children and the school which are streamed through a number of relevant and accessible platforms.

**Examples of parental engagement opportunities throughout the academic year include:**

Example of activity	Platform	Frequency
Teacher support of resources, tools & guidance to help parents support their child's learning at home.	Academic/pastoral emails Shared google platforms JC Facebook/JC Twitter/Instagram JC Bulletin/Year Group Bulletin JC Newsletter Gems Connect App Parent WhatsApp Groups	Ongoing throughout the year
Online face-2-face contact with teachers at Parent Teacher Consultations (PTCs) to discuss student progress and support parents in helping their child progress beyond limits.	Parent Teacher Consultations (PTCs) through Schools Cloud portal	Bi-annual per year group
Communication of student progress and data through progress reports.	Emailed electronically to parents/printed on request Access to all reports on GEMS Connect App	Termly 3x per year
Student development updates to raise concern or celebrate success.	Academic/pastoral emails Face-2-face academic/pastoral meetings Celebration evenings Student leaders presenting at PTA Coffee mornings	Ongoing throughout the year
Publication of resources and events relating to student study programmes, extra-curricular activities and educational visits (trips).	Academic/pastoral emails Shared google platforms JC Facebook/JC Twitter/JC Instagram JC Bulletin/Year Group Bulletin JC Newsletter Gems Connect App Parental Engagement Meetings (PEMs) ECA Booklet	Termly
Publication of relevant updates and information relating to the College and upcoming events.	Academic/pastoral emails Shared google platforms JC Facebook/JC Twitter/JC Instagram JC Bulletin/Year Group Bulletin JC Newsletter Gems Connect App Parent WhatsApp Groups	Ongoing throughout the year
Digital communication platforms to inform and engage parents in the JC community - using college platforms and college streaming hashtags to collect and stream material.	JC Facebook/JC Twitter/JC Instagram The Google platform JC coffee mornings JC Newsletters Wellbeing publications Parent Partnership Programme (Zoom)	Ongoing throughout the year

Curriculum meetings to inform parents of curriculum requirements & developments.	Marhaba Evening for KS3 Year 9 Options Evening Sixth Form Open Morning Curriculum PEMs Open Day Updated GCSE and A-Level option videos on JC website Prospectus updated on JC website	Annually
Weekly College and student agendas.	Head of Year bulletin JC Newsletter	Weekly
College updates, events and celebration of successes.	JC Newsletter JC Facebook/JC Twitter/Instagram Year Group bulletin Digital Rolling Screens 'What's Up' JC celebration board	2 Weekly
Charity events and fundraising opportunities to engage and utilise the support of parents.	International Day National Day Spring Fair JC Quiz Night PTA Events/Coffee Mornings	Ongoing throughout the year
Career guidance to support student futures.	Jumeirah College Careers Website Careers Newsletter GTWWAPD & Work Experience Week PEMS Higher Education Day Home-fee Status University fees PEM Unifrog App Network of Internship Opportunities Guest Speakers (Alumni & Parents)	Ongoing throughout the year
Parental engagement to support students transitioning to the College (and potentially, Dubai), to answer questions and explain college expectations.	Marhaba Evening Year 9 Options Sixth Form Open Day Academic/pastoral emails Coffee mornings PEMs for all new parents School tours	Ongoing throughout the year
Regular parental engagement and information for Students of Determination to support learning & student development.	Academic / pastoral emails Coffee mornings Gems Connect App JC Facebook/JC Twitter/JC Instagram Head of SFL communications JC newsletter updates monthly	Ongoing throughout the year
The Jumeirah College Parent Association (PTA) to support the College in achieving parental engagement aims, provide social events and educational opportunities for the wider JC community to enjoy and engage in.	Coffee Mornings Social meetups – Mangroves trip Spring Fair Parent Partnership Programme webinars Quiz nights Iftar PTA celebration event	Ongoing throughout the year
Jumeirah College Parents Association (PTA) coffee mornings to create opportunities for parents to meet the Principal/SLT	Coffee mornings with guest speakers Academic/pastoral emails PEMs AGM Monthly PTA meetings	Ongoing throughout the year
Opportunities for parental feedback on all areas of school life.	GEMS parent surveys Variety of internal surveys Meetings with staff	Ongoing throughout the year

	PTCs Feedback to PRE	
GEMS and the Jumeirah College Senior Leadership Team (SLT) to regularly review parental engagement to ensure provision is effective and meets the needs of the students, parents and the College	Parent Survey JC Newsletter follow-up PRE feedback to SLT	Bi-annual
Parent Partnership Programme – Weekly Zoom meetings led by staff incorporating academic and pastoral pedagogy	Zoom Q&A follow ups	Weekly
JC WhatsApp Communication Channels – a new method for improving communication with parents.	JC WhatsApp	Daily

### **Who was consulted?**

In drafting this policy Jumeirah College has followed GEMS Corporate Team's practice and the policy has been discussed with the Principal, SLT and the Jumeirah College Local Advisory Board.

### **Roles and responsibilities**

#### **The Principal will:**

- The Principal is responsible for ensuring the Parental Engagement policy and procedures are implemented in school and for investigating any non-compliance in the first instance
- Review GEMS parental evaluations of Jumeirah College and other GEMS schools from the British Premium Cluster Group using Principal Insights
- Supporting school staff in implementing the Parental Engagement policy

#### **Senior Leader (SLT) in charge of Parental Engagement will:**

- Liaise with the Parental Relations Executive (PRE) to ensure events and activities are marketed and advertised.
- Liaise with the pastoral team to ensure parents are receiving quality communication, information and feel supported and engaged with their child's progress.
- Review and evaluate parental engagement feedback to ensure quality provision is in place and delivered.

#### **Parental Relations Executive (PRE) will:**

- Maintain open lines of communications with parents to ensure concerns, complaints and compliments are documented and handled effectively and efficiently.
- Liaise with College personnel and departments as required to support the running of parental engagement events.
- Develop communication channels such as newsletters, Gems Connect App, Facebook, Twitter, the College website and face-2-face contact forums.
- Co-ordinate and communicate parent/community events to engage parents in the College activities and celebrations.
- To gather feedback from events to share with the PEM leader to ensure effective provision.
- Be responsible for the day to day running of the Parent Association (PTA).
- Support the College in ensuring parental engagement activities meet objectives and are publicised.

#### **Curriculum and subject leaders will:**

- Work collaboratively with their line manager to ensure all parental engagement activities within the department are logged centrally on a termly review basis.
- All parent communication should be responded to professionally and within a 24-hour (working week) window, in line with Jumeirah College's Ways of Working policy.

**Note on the use of parent volunteers:**

- Parent volunteers will not be left unsupervised with Jumeirah College students if they have not received the GEMS Jumeirah College Safeguard Training.