



Board meeting 29 June 2021

COMMUNICATIONS POLICY **Exchange of views - Approval**

CA 49/2021

Introduction

APEEE Ixelles is the representative body of parents, whose children attend the EEB3 school. Its goals and objectives are set out in the Statutes namely: (1) representing the views and interests of parents of children attending the EEB 3 school and (2) providing the services of transport, extra-curricular activities and canteen for students attending the school. As part of its remit, the APEEE participates in a number of strategic committees and coordination bodies, including those organized by the School Management and the Office of the Secretary General of the European Schools.

Although the APEEE is a membership-based organisation, it recognizes its role as the interface between parents and the school. Whilst it only represents the views of its membership to the school and other official bodies, it does not distinguish between members and non members in the way it communicates on issues of general interest, relating to the school and the provision of APEEE services. This inclusivity is important in order to promote a true community spirit within the school. In this document where 'parents' are mentioned below, this refers to all parents, regardless of APEEE membership status. Where the membership status is relevant, this will be indicated by referring to 'members' and 'non members'.

This communication policy sets out the APEEE's objectives with regards to communications as well as target groups and main channels of communications.

Objective

The primary aim of APEEE Communications is to ensure that parents are fully informed of the activities of the APEEE, both in terms of its interaction with the School or external authorities and bodies on pedagogical issues as well as with regards to the running of the APEEE services. In doing so, the APEEE strives to ensure a user-centric approach and to promote participation of parents in the APEEE's work.

More specifically, the Communications Policy has the following objectives:

To provide timely information on:

- On the work of the APEEE Management Board and Working Groups to members and non members as appropriate.
- APEEE Services, including enrolment procedures, scheduled and unscheduled changes
- APEEE actions and initiatives within the school and official bodies of the European schools system as well as other European Schools (notably in Brussels) and Interparents
- The promotion of Community initiatives and projects as well as relevant events



- To consult members on new initiatives and policies, as appropriate

Through its communications, the APEEE strives to promote and provide opportunities for the participation of parents in school life, in the collective interest of the pupils and the school. In this respect, the communications policy also foresees channels of communication which parents may use in order to express their views to the APEEE.

Principles

The following principles are central to the APEEE Communications Policy:

- Transparency
- Timeliness
- Accuracy
- Relevance

In addition, APEEE Communications will ensure respect of privacy rules (under GDPR legislation) as well as security considerations. This will be reflected in the communications channels, whereby access to information can be targeted, as well as in its IT systems and workflows.

Target audience

The APEEE engages with a variety of stakeholders including parents, the school management, pupils, the APEEE organisations of other European schools, groups and representative bodies, such as Interparents. The primary target groups for the APEEE Communications Policy are:

Parents: Parents of children attending the EEB3 are the prime target audience for APEEE communications. Every effort will be made to ensure that parents are kept informed of all relevant developments in a timely manner.

In the interest of promoting a genuine school community as well as raising awareness of the role of the APEEE, general communications on the organisation of school life will be accessible to all parents via the website as well as the newsletter upon subscription, regardless of APEEE membership status.

Pupils: APEEE communications will also take into account the interests of pupils by:

1. Facilitating and sharing communications and from students, notably the Student Committee, on student projects, events and sports activities
2. Sharing relevant information for students, in particular with regards to relevant events such as university and careers fairs
3. Publicising the work of student clubs and associations of interest, such as EEB sports clubs and the Alumni Europae

Although it is not the remit of the APEEE to communicate directly with pupils it is recognized that, in particular for upper secondary pupils (S5 and above) it is not sufficient to inform parents of relevant developments. Direct and timely communication with pupils is preferable in the interest of efficiency. This is in particular with regards to the operation of APEEE services, where rapid transmission of information may be required. In such cases, the APEEE will liaise with the school management in order to transmit messages to relevant groups via the School Management System (SMS). In all cases, these communications will also be sent directly to parents.



Languages

APEEE communications will be issued in English and French, respecting the official languages of the APEEE. Every effort will be made to ensure availability of information in both languages. Where this is not possible (due to time or other constraints) a summary will be provided unless exceptional circumstances prevent this from being possible.

Communication Channels

APEEE communications may be targeted at specific groups and are handled accordingly through different channels.

- A. General information that should be accessible by all parents will be made available on the APEEE website.
- B. Where the information to be provided is not suitable for public consultation or requires direct communication to all parents, this will be sent by email to class representatives for onward distribution to all the parents in the class under the responsibility of the information representative.
- C. The following communications will be addressed to members only, due to their relevance and nature:
 - Access to documentation relating to Annual General Meetings
 - Access to minutes of the APEEE Board Meetings
 - Information on and access to all applications necessary for users of APEEE services
 - Any other sensitive information or other information that is specific in nature to members only

Communications which are targeted to members only will be sent directly by email or accessible via login to MyApeee (e.g. documents relating to the General Assembly or Board Meetings).

The following table details the communications channels in use, together with their prime target audience and purpose:

TARGET	CHANNEL	PURPOSE
ALL PARENTS (and the general public)	Website	The APEEE website is public and provides comprehensive information on all aspects of the APEEE's work and services. It is the first port of call for information as well as contact details of the persons responsible within the APEEE Board and APEEE Office, facilitating direct contact with parents when needed.
MEMBERS ONLY	MyAPEEE	MyAPEEE is a members' only space on the website which provides access to individual as well as shared information accessible to APEEE Members only. It is accessible via personal login only.
SUBSCRIBERS (Members and Non Members)	Newsletter	A weekly newsletter is available to all parents on subscription permitting parents to keep abreast of latest news and developments.
MEMBERS ONLY	Email	The APEEE may address emails directly to individual parents where urgent information must be issued rapidly. This may be directed at members / class representatives/ service users as



		appropriate
MEMBERS SUBSCRIBED TO APEEE SERVICES	Text Message	In cases of emergency and where unexpected changes to scheduled services must be notified, service users may be contacted by SMS

* NB: All communications relating to APEEE Governance e.g. APEEE General Meetings (organization and decisions) and APEEE Board Meetings are handled through MyAPEEE which provides access to documents according to access rights as follows:

APEEE Members (all documents relating to APEEE General Meetings and Minutes/Agenda of APEEE Board Meetings)

APEEE Board Members (as above + background documents for APEEE Board Meetings)

Contacting the APEEE

The APEEE attaches great importance to the engagement of individual parents and makes every effort to facilitate the contact with APEEE Board Members and staff.

The following communications channels are available to parents:

- Via Class representatives / [Section representatives](#) (as appropriate) on communications relating respectively to class/section matters.
- Via direct contact with the [APEEE Office](#) for all queries relating to APEEE services.
- APEEE Board members may be contacted directly via the Whos [Who page on the APEEE website](#) or via the [Contact form](#)
- For Suggestions or complaints, via the [Contact form](#)

APEEE Fora

In the interest of ensuring close contact with APEEE members and a high level of representation, the APEEE will seek to organise information meetings with its members (physical/online) at regular intervals on specific topics of interest. These will focus on the activities of the different APEEE working groups, both with regards to the APEEE services and other working groups of general interest such as well-being, learning support, sustainability etc. Such meetings will permit a closer interaction and exchange of views with parents. They will be informal in nature and will serve to inform the APEEE Management Board in its decisions.

Responsibilities and Methodology

The APEEE Communications Officer is responsible for preparing and disseminating all APEEE communications in accordance with the requirements of the APEEE Management Board and in coordination with APEEE staff, notably with regards to APEEE services. S/he works in close coordination with the IT manager, in particular with regards to the management of the website and MyAPEEE. S/he reports directly to the HR and Operations Manager and works under the responsibility of the APEEE Board Member responsible for Communications, with whom regular contacts are established.

Working methods and procedures for prior approval of APEEE communications are agreed and regularly reviewed in function of the needs of the APEEE. Specific procedures may be laid out in separate guidance documents issued under the responsibility of the member of the APEEE Board, responsible for communications.



Unless otherwise indicated, content relating to the Services and other APEEE working groups will be generated and drafted by the responsible APEEE Working Group, under the authority of the Chair of the Working Group. These drafts are subject to review by the Communications Officer who is authorised to amend communications to ensure clarity, quality control and relevance of information for the target audience. The Communications Officer is also responsible for ensuring translations where necessary.

Communications issued in the name of the APEEE President or committing the APEEE shall be expressly approved by the APEEE President.
