



Earlston High School



Thursday 26 September 2019

Dear parent/carers

External Communications Survey

The school recently carried out a communications survey in order to help inform a new communications policy which will be drafted over the coming weeks. As a school, we very much value consultation with our stakeholders. It is therefore important that we provide you with the details of areas of development and strength after such consultations. Our survey had 182 responses and the vast majority (85%) were from parents/carers.

Areas of Strength

- Use of social media for sharing upcoming events and pupil achievements. Respondents also appreciated social media use as it gave a good flavour of school life
- Use of group call texts and email for general information and absences
- Termly newsletter
- Quality of pupil reports
- Overall, school communication was rated as 4/5

Areas for Development

- Ensuring communications are as accurate as possible
- Targeting group call emails so information is relevant to those receiving it
- Investigating the possibility of an automatic acknowledgement when emails are received
- Updating website more regularly and timely
- Continue to ensure that social media enhances and does not replace other forms of school communications

I would like to thank those who took the time to complete the survey. Your responses help to inform school policy and improve the life of our school.

Yours sincerely

Scott Watson
Acting Depute Headteacher

Earlston High School | East End | Earlston | Berwickshire | TD4 6JP
t: 01896 849282 | f: 01896 848918 | e: earlstonhs@scotborders.gov.uk
www.earlstonhighschool.org.uk
Mr Justin Sinclair - Head Teacher

