Communication Champion Toolkit

What is a Communication Champion?

A Communication Champion is, unsurprisingly, a person who champions communication!

We know that school initiatives tend to work best where there is strong commitment from school leaders. Having a member of staff who champions communication at this level will really help the Communication Commitment to work well and have maximum impact for your school. It's even better if you can get one of your governors to take a particular interest in the Communication Commitment too and become your link governor for this area of work to champion the importance of communication across the full governing body.

A Communication Champion is someone who:

- Understands what the Communication Commitment can do for your school
- Leads by example – they're excited to try out new things in their own practice and inspires other people to do the same

A Communication Champion is someone who can:

- Help to lead your school in planning and carrying out your Commitment
- Be a figurehead for the importance of communication, inspiring and supporting your school team and wider community to get involved and stay involved
- Bring all of your actions together across school – sharing great practice and fine ideas within your community – and make things happen
- Keep an eye on the progress of your actions
- Keep communication on your agenda
- Keep a lookout for new ideas from other schools and opportunities to link and network with others

How to choose your Communication Champion

Communication Champions can come from any subject specialism: you can have geography teachers putting communication on the map, maths teachers making communication add up or drama teachers putting communication in the spotlight!

How you choose your Champion is entirely up to you. You could:

- Allocate the role to someone
- Ask for volunteers
- Have a more structured 'application' process
- Have a mini-election

Whichever way you choose, the most important thing to remember is that your Champion should be someone who can get people on board, make things happen and make a difference.

What can a Communication Champion do?

The sky is the limit – but here are some simple ideas:

- Have a regular update for your staff, pupils and community. This could be at meetings, briefings, assemblies, or through newsletters or bulletins.
- Lead small working groups to plan and undertake your commitment.
- Be the first to try out some of the practical activities and share experiences with other members of staff.
- Find out if other schools in your area are making the commitment – you could arrange to meet up and share ideas.
- Lead a discussion with your governing body on communication and the ways in which the Commitment links to overall school development and improvement.
- Set up some ways to celebrate your school's successes in communication – you could have some awards or posters, maybe a special assembly or even a communication party!
- Get out and about and talk about your school's commitment to communication.
- Share what you're doing with The Communication Trust.
- Have a communication based 'thought for the week'.
- If you're social-media savvy, 'befriend' The Communication Trust on Facebook or why not tweet about the Commitment to your followers, do a little podcast or maybe even write a blog?
- Make a display about your Commitment in a prominent place for your school.
- Get in touch with local media and tell them what you are doing – don't forget you can use our Commitment Media Toolkit.
- Talk about your Commitment at new parents' events.
- There are lots of simple competitions or surveys you could organise – for example, to find out your school's favourite nursery rhyme, song or even word.
- You could try a *No Pens Day Wednesday* in your school – don't forget, you can do this at any time of year if you have missed our national day.
- What about 'spot prizes' for when you see pupils or staff communicating really nicely?
- For play or break times, you could use approaches like 'talk buddy bus stops' in the playground.
- Meet with your parent-teacher group and see if there's maybe an event they can organise which focuses on family communication.
- Go and talk to your student council; they'll have some great ideas about putting communication on the map for your school – maybe even recruit some pupils as Communication Champions.
- Make a display of key people in your community or in history or culture who have needed really good communication skills to do their job/achieve great things.
- Recruit other colleagues to help you.
- Invite people from your local community to come in and talk about the importance of communication for them – please see our materials for priority area five.