# Priority area five: Engagement with parents, families and employers

## Why is this priority area important?

We know from research how important parental engagement is for children and young people's school life. Schools are often the centre of the community, with local employers as key partners. Families and employers often value good communication skills as being important for the prospects for children and young people whilst in school and beyond. To ensure that we are addressing communication effectively for our pupils, we need to address it together in order to get the best results.

## How does this link to the 2014 SEND Code of Practice?

The Commitment supports schools to involve parents in discussions around their children's progress, a key principle of the Code. It also helps schools to prepare pupils for their transition.

## What are the principles we are trying to achieve?

- Our community knows communication is important to us.
- We're asking our community to get involved.
- We're finding out what our community thinks.

## The four actions for engagement with parents, families and employers

Choose one of the actions for this area:

| Our action (What are we going to do?) | Our aim (Why are we doing it?) | To help you fulfil your commitment |
|---|---|---|
| 5.1 Share information on communication with parents. | We talk about talk. | • Put some information in your newsletter and signpost to the Talking Point parents section<br>• Discuss and choose the channels which work best for sharing information with your families, parents and carers.<br>• Download and order free resources from The Communication Trust and share with parents.<br>• Sign up to The Communication Trust newsletter to get the latest information on communication and the work of our members to share with your wider community. |
| 5.2 Invite employers and FE and HE providers into school to discuss communication | We know what our community thinks about the importance of communication. | • Discuss as a staff team the most important things that you need to know from your community about communication.<br>• Read the guidance on working with employers around communication skills.<br>• Discuss what the best ways are to ask your parents or local employers about communication.<br>• Discuss your findings with them and across the school. |
| 5.3 Focus on interview skills by inviting people from the community into your school to ask them about communication skills | We involve our community in thinking about communication. | • Use the BT Talk Gym online resource to help pupils understand how important their communication skills are for interview skills and employability.<br>• Build in time for pupils to prepare and practise.<br>• Download the template for inviting parents, grandparents or other community members to be interviewed.<br>• Download the template for inviting employers into school to be interviewed by pupils. Share the findings from your interviews locally and with other Communication Commitment schools. |
| 5.4 Include communication as a topic at parent's evenings and in transition meetings for new parents. | Communication is part of our discussions with parents. | • Use the guidance on talking to parents about talk.<br>• Share information with your parents, carers and families about how and why you're including a focus on communication. Get feedback from your families.<br>• Share your experiences with other schools undertaking the Communication Commitment. |