

ISR POLICIES

13. Communication and Marketing

Version: *Sep. 2020*

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i. History of Amendments

Version	Amendments	Section

Table of Contents

I. Reference Documents	3
II. General Guidelines	3
Community Communications	3
Marketing	5
School Image	6

I. Reference Documents

- Media Relations Policy
- ISR Identity Guide
- Regulations for Publishing Content

II. General Guidelines

13.1. Community Communications

13.1.1. Parent-School Communication

- ISR believes that communication with parents is essential for obtaining a successful learning experience for each child. Constant communication is promoted to encourage a continuous flow of information between school and parents.
- In addition, when appropriate, teachers are expected to comment on specific student problems as well as successes.
- Parents are encouraged to contact the teachers, vice principal, and/or principal concerning questions or problems making use of the formal school procedures. A committee composed of a group of parents (Parents for a Better School, PBS) is elected to promote a healthy school environment and promote a sense of belonging among ISR's community. PBS coordinates the communication among homeroom parents and organizes a variety social, cultural, athletic, and academic events.

13.1.2. Weekly E-Newsletter

- An electronic newsletter is shared with parents each week.
- Campus Directors authorize the content of the newsletter.

13.1.3. Achievement Reports

- At the end of each semester, General Direction informs the extended community about the greatest achievements and news from the Strategic Management Plan.

13.1.4. Student Led Conferences

- All parents and students will be asked to attend the school twice during the school year to a conference with the homeroom teacher. Attendance is mandatory, and the school reserves the right to deny re-enrollment if parents miss the appointments.
- Conferences will be scheduled with authorization from Principals and Campus Directors.
- The student leads the conference, presents his/her achievements and goals for improvement.
- Parents may request conferences at any moment during the school year if they wish to do so.
- Any matter regarding students should be discussed directly with the homeroom teacher and as a second choice, if necessary, with the corresponding grade level Principal.
- Teachers will not discuss with parents matters about a conference pertaining to children other than their own.
- It is necessary to give feedback suggestions that parents should follow up on at home.

13.1.5. Feedback Sessions

- To improve our educational offer and implement improvement strategies, yearly feedback sessions are programmed with parents per level (Nursery, Preschool, Elementary and Middle School) where information on academic issues is shared and parents are provided with an opportunity to share their concerns and suggestions.

13.1.6. Employees-School Communication

- School information for employees is available on the ISR private pages.
- Employees may refer to the school website to stay updated on the latest school news and events.
- School staff members have access to policies, procedures, handbooks, and manuals related to their role.
- Teachers have access to Teachers' Handbook, Students' Rules and Regulations, and policies and procedures related to their role.

13.1.7. Relationship with Alumni

- ISR should strive to keep a strong relationship with its alumni, to keep them informed of the most relevant events, and consider their opinion in relevant subjects.

13.1.8. Social Media & Internet

- The Communication and Marketing Department is responsible for publishing and updating ISR's social media and digital profiles; managing and updating news and relevant content; and answering followers' questions and requests.
- All publications must follow ISR and NAE image, safeguarding, safety, and privacy guidelines.
- The Communication and Marketing Department is responsible for monitoring San Roberto's image and digital footprint on the Internet.

13.1.9. Public Statements

- All public statements, internal and external, may only be made by the General Director to ensure consistency of all messages and information. No other ISR employee is allowed to talk in public on behalf of ISR without authorization.
- ISR personnel who are allowed to speak in public must clarify if he or she is sharing a personal opinion or talking on behalf of ISR, and comply with the [Media Relations Policy](#).

13.2. Marketing

13.2.1 Market Analysis

- ISR strives to sustain a position of educational leadership in the market, and works on ensuring ISR Mission and Values are clearly communicated to the wide community, therefore must collect and analyze information to make appropriate actions and decisions. Communication and Marketing Department is responsible for supervising and leading all market research initiatives.
- The results gathered from these studies are confidential and controlled information, and their use will require authorization from the General Director.

13.2.2 Strategies to Attract New Families

- Every strategy to attract new families must be in accordance with ISR's mission, vision, values and philosophy and in line with Nord Anglia Education Policies and Brand Guidelines.
- The Communication and Marketing Department will be responsible for suggesting and implementing strategies to attract new families.
- General director and NAE should approve all strategies, budget to attract and retain families, and advocate the necessary budget to execute said strategies.

13.3 School Image

- The School's image will be supervised by the Communication and Marketing Director.
- The school's image includes: San Roberto International School name and logo, Nord Anglia Education name and logo, Bucks name and logo, ISR Fine Arts name and logo, as well as the image of every department and event associated with ISR .
- All communications must abide by San Roberto and Nord Anglia brand guidelines.
- For further information on the elements and other official school logos please refer to [San Roberto International School's Identity Guide](#).
- Each department is responsible for the promotion of their own events and must follow the [Identity Guide](#) or be supervised by the Communication and Marketing Department.
- All school communication must include the school logo.
- All printed ads and statements are a responsibility of the Communication and Marketing Department and must be authorized by the ISR General Director.

13.3.1 Condolences

- The Communication and Marketing Department is responsible for publishing condolences.
- Condolences will be published in the following cases:
 - Death of a Board Member or their immediate family members.
 - Current (active) ISR students or their parents.
 - Employees, their children or spouses. (All personnel except maintenance, cleaning, and security staff)
- ISR General Director will decide if the condolence is published in the newspaper or shared digitally, and will allocate budget.

13.3.2 Promotional Items

- Promotional items are available to the ISR community to extend the image of ISR among our constituents beyond school grounds.

13.3.3 Brochures, Paperwork, and Other Printed Media

- All printed material with information about San Roberto or any of its departments should follow the San Roberto's Image Guide.
- Information must be elaborated, on demand, by the Communication and Marketing Department, authorized by the Department Head, Campus Director or General Director; depending on the nature of the publication.

- Printers and suppliers will be chosen by the Communication and Marketing Department.

13.3.4 ISR Website

- The ISR website is an important communication tool to inform our unique selling points to internal and external communities.
- The public area of our website contains important information about our organization, academic program, history, curriculum, summer program, extracurricular activities, school services, latest news, and job opportunities.
- In the private area of our website (called portal), ISR publishes announcements, events, downloadable files, links, Policies and Regulations, and other important information for our community.

13.3.5 Communicating News, Announcements and Events

- All ISR communication must be aligned to the Regulations for Publishing Content.
- All information (news, announcements, and events) to be shared with the ISR community must be sent to the Communication and Marketing Department and approved by the General Director or Campus Directors.