**Strategic Discussion: Communication: Free flowing across our Association**

**Statement:** When communication across our Association is free flowing people will feel well connected, informed and engaged. To achieve this we need to be purposeful about, and committed to, timely sharing of information, willing and able to provide explanations and responses, interested in soliciting views and opinions, willing to listen and focused on improving understanding and knowledge at all levels of our organisation. We recognise our communications can be a powerful tool for improving and strengthening relationships, supporting good morale and enabling people to get along with dealing with the business at hand and collaborative problem solving. We have a wide range of mediums available by which we can communicate, and in many cases using more than one method ensures we reach everyone we should. Having a range of multiple contact points available allows people to readily and easily access us. There are important messages we need to be able to articulate well and be on the same page about including: our understanding of the Board’s strategic plan & vision, our purpose and philosophy and what defines kindergarten as distinct from other providers, that each kindergarten is part of a wider network, that the calibre of our employees is high. The standard and quality of our communications need to reflect that we are an educational organisation with high expectations, even when using social media and other informal forums. Our language and the manner in which we communicate should reflect the culture and values our organisation aspires to. Our messages need to be easily identifiable and contribute positively to our Napier Kindergartens’ brand.

|  |  |  |
| --- | --- | --- |
| **Area** | **Ensure:** | **Further Initiatives to be explored** |
| Board | * Information about how to contact the Board is readily available * Regular engagement with employees and parents occurs * The Board is committed to providing regular and informative newsletters to employees & parents * The Board role models good communication * Communication plans & strategies are developed/in place * The value of face to face communication is never underrated | * Increase the visibility of Te Reo in our communications * Regularly ask parents what communication mediums they have a preference for * Board members are interested visiting all kindergartens pre AGM, whether they have an AGM or not |
| Staff | * Understand the Board’s strategic plan & are on board with supporting it in their daily work * Role model good communication * Are conversant with and use a range of communication mediums * Follow branding guidelines to help embed the Association’s brand | * Kindergartens are all actively using a range of communication mediums, including social media forums |
| Finance | * We provide the Board with regular, timely information about enrolment levels |  |