

Improving our Communication with Parents

Dear Parents,

At the last APEEEL2 Management Committee meeting of 14 January, we decided to review the Parent's Associations (PA) communication strategies to attract more people for active participation, bring parents closer to the discussions about school life and involve as many of you as possible in the decision process.

The PA will soon contact all class representatives to gather ideas for improvement. In this article we would like to present an overview of the PA's communication strategy.

Your comments/queries on the existing and required APEEEL2 actions are always welcome. Our volunteer parents of the APEEEL2 Management Committee and our office staff will either respond to your ideas and queries as soon as possible or present them during the various Committee meetings we attend with the School Management.

There are many ways you can contact us, share your comments or raise support requests, issues, and complaints.

Send us an email	office@apeeel2.lu	This is the most efficient way of interaction, as it allows our small team to best prioritise all queries. Your messages can be individual or via your Class Representative if many parents are concerned. The latter will obviously give us a better stance when discussing with the School Management. If possible, your question will be answered by one of our office staff. If further investigation is required, your message will be forwarded to one of our Management Committee members with knowledge on the covered subject. Complaints, ideas, general questions about the PA or school life are presented to the School Management in the various Committees' meetings and discussed during our monthly APEEEL2 Management Committee meetings.

Post a comment on our website	www.apeeel2.lu	Comments/queries can be left on all our published posts. Comments with general interest will be made public, more specific ones will enable our office staff to either reply to you directly or raise the issue to one of our volunteer Management Committee members.
Phone our office	(+352) 273 224 5127	Urgent issues can be raised to any of our office staff - please check our office opening times on our website.
Come and meet our office staff	APEEEL2 office Lux2 Nursery Building - 1st floor Please ask the guard at the entrance for directions	With the pandemic, parents are not authorised to access school buildings but in normal circumstances, you can just drop by the office for a short meeting and raise your queries. It is preferable to make an appointment beforehand for longer meetings.
Write to us	APEEEL2 École Européenne Luxembourg II 6, rue Gaston Thorn, L-8268 Bertrange	Post can be dropped directly in our APEEEL2 mailbox located outside the Nursery building entrance.

Additionally, the PA also offers the opportunity for parents to **discuss topics and share views** during various assemblies. However, parents must remain aware that organising such events is a challenging task: gathering all queries, inviting all attendees, sending support documents, reporting, establishing protocols and sharing documentation with parents requires a huge investment of time and effort from our volunteer parents and our small staff team.

It is therefore highly recommended to raise issues and concerns as they occur, using the channels described above.

General discussion forums

AGM	Once a year	Annual General Meeting. This is an ASBL mandatory formal assembly. APEEEL2 Management Committee (MC) presents the members the year's achievements. Members discharge the MC for the annual accounts of the previous year.
Class Representative meeting	Once or twice (under standard circumstances)	Meetings for the Nursery/Primary and Secondary cycles are separate. Meetings are scheduled once or twice per year with the active participation of the School Management.
Surveys	Occasionally	Occasional data collection on specific topic. As the PA does not have access to all Lux parents' email addresses (i.e., some parents are not APEEEL2 members), we can only organise informal general surveys around specific topics.

There are also many ways we can share information with you.

Sharing information with parents presents some challenges though. Although the MC Parents' Representatives attend regular meetings with the School Management, legally, we can only share information explicitly "classified" as public by the School Management. This is especially true regarding Health and Safety issues, involving data protection and often confidential information. It remains the School's responsibility to inform parents about their decisions, changes made to the rules and school life in general. Although the Parents' Association supports the School's communication efforts as much as possible, this is essential so parents can receive updates from a reliable source as quickly as possible.

We remind you that, due to data protection regulations, APEEEL2 has no access to the email addresses parents have provided to the School.

We have however various channels we can use to share information with all our Lux2 parents:

www.apeeel2.lu	APEEEL2 official website	Public access	This is APEEEL2 main reliable source of information on events, news, and school life.
https://periscolaire.apeeel2.lu/	APEEEL2 Periscolaire website Email via PAMS application	Access to APEEEL2 members only	Announcements about Periscolaire activities.

APEEEL2 Newsletter	Published on APEEEL2 website and emailed via Class Reps network	Public access	Information on current news, events, school life, PA decision, practical issues.
Class Representatives network	Emails sent to class reps	Access to parents who have registered with their elected Class Representative/s	Important updates and reminders on current events and decisions.
APEEEL2 members communication	Email via SendinBlue messaging system	Access to APEEEL2 members only.	Information such as invitations to our Annual General Meeting.
School SMS	Email	Access to all Lux2 parents	Only used for very important announcements to ensure all parents are informed, such as invitations to elections etc…) This channel can only be used with the School's full agreement and active cooperation.

And what about social media?

The presence of the Parents' Association in social media was briefly discussed during our last Management Committee meeting, and it was therefore decided to further investigate this option in a dedicated Working Group. Please note that:

- Many members of our community are against relying on social media, as they are concerned on how popular social media companies, and especially Facebook, are handling personal information.
- Synchronising all PA communications to a secondary media would require significant additional efforts from our office staff, already working overtime since the beginning of the sanitary crisis.
- Following the interactions on social media, responding to parents in a reliable way, would require tremendous additional time from our volunteer member parents that only a few of us can afford right now.
- APEEEL2 is currently recruiting a new assistant: https://www.apeeel2.lu/apeeel2-is-recruiting-an-office-accounting-assistant/ and cannot find the necessary resources to engage in social media at this stage.

Nevertheless, APEEEL2 Management Committee is looking into various options, to reach out to parents considering social media the only acceptable way of communication. This includes considering alternatives to ensure fast and simple ways of interaction.

With best regards,

APEEEL2 Communication Committee