

COMMUNITY AND PARENTAL ENGAGEMENT POLICY

PURPOSE

At Amity English School Dubai, we recognise that a strong, respectful partnership between the school, families, and the wider community forms the foundation of an outstanding educational experience. As a rapidly growing through-school in Dubai, we place high value on building meaningful, culturally sensitive relationships that support student learning, wellbeing, and personal development. The purpose of this policy is to outline our commitment to ensuring that every parent, guardian, and community partner feels welcomed, informed, valued, and empowered to play an active role in their child's educational journey.

GUIDING PRINCIPLES

Our approach to community and parental engagement is anchored in five guiding principles: Inclusivity and Respect — recognising and celebrating the diversity of our families and honouring the cultural heritage and expectations of the UAE; Transparency and Clarity — trusting that consistent, timely, honest information-sharing builds trust; Collaboration — ensuring students, parents, and staff work together toward shared goals; Student-Centredness — ensuring every engagement decision serves student needs, wellbeing, and academic growth; and Continuous Improvement — evolving our systems and practices as the school grows from 150 to 800 students.

ROLES AND RESPONSIBILITIES

Stakeholder	Responsibilities
Senior Leadership Team	- Model positive engagement and ensure visibility during school events. - Lead development of communication strategies and community-building initiatives. - Oversee monitoring of engagement practices and address emerging concerns. - Ensure staff are supported in building meaningful relationships with families.
Teachers and Support Staff	- Communicate progress, behaviour, and wellbeing information professionally and in a timely manner. - Ensure communication is accessible to EAL families. - Plan events and learning showcases thoughtfully to involve parents in the curriculum.
Parents and Guardians	- Maintain open, professional communication with the school. - Uphold the school's expectations and support their child's learning at home. - Participate actively in school events, conferences, and engagement opportunities. - Use appropriate school channels to raise concerns and allow reasonable response time (typically 48 working hours for non-urgent matters).
Students	- Embody the school's core values in all engagement activities. - Participate respectfully in all community events and student voice activities.

COMMUNICATION FRAMEWORK

Clear and effective communication is central to our engagement approach. We commit to communication that is timely, predictable, and proactive. Communication is delivered through multiple channels — including Seesaw, Zenda, email, newsletters, the school website, social media, and parent information sessions — to ensure accessibility for all families.

The communication framework includes: weekly or bi-weekly class newsletters; monthly leadership updates; termly curriculum overviews; Parent-Teacher Conferences twice per year; optional meetings where needed; termly parent forums with the Principal; and workshops and information sessions across the year on teaching approaches, wellbeing, assessment, and behaviour.

We commit to maintaining a transparent response timeline for parent enquiries, typically aiming to respond within 48 working hours.

Formal Feedback and Escalation Route

Parents who wish to raise a concern or provide feedback should follow the route below:

- Step 1: Contact the class teacher or relevant member of staff directly.
- Step 2: If unresolved, contact the Head of Phase or Head of Year.
- Step 3: If unresolved, contact the Principal directly.
- Step 4: If unresolved at school level, contact KHDA via their official channels (www.khda.gov.ae).

For formal complaints, please refer to the school's Complaints Policy.

OPPORTUNITIES FOR PARENTAL ENGAGEMENT

Parental engagement extends far beyond communication. We offer a wide and meaningful range of opportunities for parents to be involved in school life:

- Curriculum information sessions, learning showcases, and structured parent-teacher meetings focused on progress, strengths, and next steps.
- Workshops on phonics, reading strategies, mathematics, assessment, and the British curriculum.
- Community-building events: Welcome Week, UAE National Day, wellbeing initiatives, charity drives, and multicultural celebrations.
- Parent volunteering opportunities in areas such as reading support, event assistance, and class trips — all in line with safeguarding expectations.
- Parent advisory groups providing structured feedback on school matters.

PARENT CHARTER

As partners in education, parents and guardians at AESD commit to:

- Communicating with the school professionally and respectfully at all times, in person, by phone, by email, or on social media.
- Supporting attendance, punctuality, and home learning routines.

- Attending Parent-Teacher Conferences and relevant school events.
- Reading and acknowledging school communications.
- Raising concerns through appropriate school channels rather than through social media or informal routes.
- Treating all members of the school community — staff, students, and other families — with dignity and respect.

The school, in turn, commits to treating all parents with respect, providing timely and honest communication, and ensuring all families feel welcomed and included.

PARTNERSHIPS WITH THE WIDER COMMUNITY

The school seeks to build partnerships with cultural centres, museums, sports academies, libraries, wellbeing providers, environmental organisations, and community groups that align with our curriculum and values. These partnerships are developed carefully and in accordance with UAE regulations. Community links may include guest speakers, educational visits, collaborative projects, sustainability initiatives, and participation in emirate-wide events.

SAFEGUARDING AND CHILD PROTECTION IN ENGAGEMENT ACTIVITIES

Safeguarding remains central to all community and parental engagement. All interactions with parents and external partners must conform to UAE child protection regulations and the school's safeguarding policy. This includes maintaining professional boundaries, ensuring volunteers are appropriately briefed and supervised, and verifying that all external partners meet safeguarding requirements. Clear processes govern visitor registration, collection arrangements, photography permissions, and social media sharing.

SUPPORTING EAL FAMILIES

A significant proportion of our community consists of families for whom English is an additional language. Staff are trained to communicate clearly using plain English and visual support. Parent information sessions include modelling, demonstrations, or simplified explanations. Where feasible, translated materials or bilingual support are provided.

MONITORING AND EVALUATION

The Senior Leadership Team conducts termly reviews of communication methods, event participation, and parental feedback. Annual community surveys and mid-year pulse surveys are used to gather insights into parent satisfaction and emerging needs. Attendance at workshops, events, and consultations is monitored to evaluate levels of engagement and inform future planning.

POLICY REVIEW

This policy is reviewed and updated on an annual basis by the Head of Admissions and approved by the Principal. Any material changes to KHDA regulations or UAE law will trigger an immediate review.