

Hi All,

Just to give you some prior notice of the content and themes of the communications from now up until Christmas;

### **Seasonal Star eBadge**

For those not in the know, the Seasonal Star eBadge can be attained by sending in a picture/video/story of something seasonal that the school may be doing in the run up to Christmas. The school will then be sent a certificate electronically. In theory the schools will self-nominate by sending in something (either via email or Twitter), but in practice they don't tend to, so it's a case of me hunting for something - this might sound a bit fruitless, but it's actually good for two reasons; it gives us content to share on the Academy and social media and we get to engage with the school and say 'well done'. So if you see anything worthy of a mention, please let me know so I can get it added and create the certificate.

### **StemBook**

As it's COP26 at the moment, we're relating this back to the free Project content created by StemBook. I was hoping to have some images of the trial schools using their StemBook kits by now, but the cost of shipping components to Ireland only for Michelle to ship them back to English schools is extortionate. Therefore, we are trying to find ways around this, which is delaying the trial.

### **Engaging Parents**

As many schools will have provided parents with a login in order for them to set a parents evening, they would be wise to continue this momentum by engaging parents using some of the other tools available to them. I shall be hoping to get them to take the next step - whether that be using calendars or messages, or hopefully things like Homework. If you get into conversation with anyone regarding a Parents Evening that has recently happened, you may be able to steer them towards these tools if they don't already use them. At the very least, continued use will stop parents from forgetting their login details the next time Parents Evening rolls around.

### **Teaching and Learning**

From what we're hearing lots of schools still have absences due to covid, plus it's cold and flu season, so I think it's worth pushing the benefits of remote learning. Again, if the subject of absences crop up, we may be able to give them additional training on the T & L tools, or even start the upselling process if it's not part of their package.

### **SchoolNews**

The separate tool for creating school newsletters should be ready to soft launch soon - hopefully we can push to schools who still continue to use Publisher. More details on this as and when I have them.

### **Anti-Bullying Week**

It's Anti-Bullying week from the 15th November so this gives us a chance to sell the pupil protection features of the platform, reminding schools that they have access to these.

### **International Day of Persons with Disabilities**

This is on the 3rd December, so this gives us the chance to remind schools about how we can help them fulfill their duties regarding accessibility.

### **Other bits and pieces:**

- We're trying to up our social media profile, so please like, share, subscribe, promote etc. wherever possible
- We're also trying to reinstate the courtesy calls - potentially looking at schools that have recently conducted a parents evening to see if all went well. This may also be an opportunity to get them to focus on parental engagement through the platform as mentioned above.
- I'd like to be in touch with any school that have had a good experience with the app, so that we can include quotes for further promotion. If you have any idea of a school that fits the bill, please let me know.
- In general any school that has any feature request or grumbles about a limitation of the platform, it's quite good to push them towards the questionnaires. We've had a few responses to these, and overall it's positive, but the replies are lacking when it comes to providing ideas of new features (they tend to not answer this question). So, more responses of this kind are very welcome.