

Dodworth St John the Baptist C.E. Primary Academy



Do it, Learn it, Live it

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Executive Headteacher: Mr Simon Kaufman

Head of School: Mr Jon Smith

Dear Families,

In light of feedback we have received as a school, we have made the decision to utilise ClassDojo as part of our communication system for the 2023/2024 academic year.



ClassDojo

ClassDojo is a system with numerous advantages. It is a bridge between home and school. You will gain access to updates from your child's class (or more than one class, if you have more than one child in school!) and pictures can be posted by the staff in class. Many of our families may know parents at other schools who use this platform and be somewhat familiar with it already. If you aren't, please read on to see the key features of this platform:

- **Clear and relevant class communications:** Whereas previously you may have received messages that were not always relevant to you, ClassDojo allows teachers the opportunity to inform you directly of relevant information or reminders regarding your child's class.
- **Private and safe updates:** Access to Dodworth St John's ClassDojo will be by invitation only. This means that information posted to ClassDojo is not visible to the wider world.
- **Easy messaging:** ClassDojo offers a quick and easy way for teachers to communicate directly with individual parents and families. For guidance on how we intend to use this aspect of ClassDojo please see the 'Direct Messaging' section below.
- **School updates:** Your ClassDojo account will, by default, come with a subscription to the 'School Story'. This is where we, as a school in general, can post updates regarding wider school events.
- **Celebrating achievements:** Each child's profile comes with its own 'Portfolio' section, where both school and home can upload photos and videos of achievements and learning projects at school and at home.
- **Home Points and Parent & School Partnership:** The partnership between school and home is integral to the development of happy and well-rounded children. Working together during challenging times is important, which is why ClassDojo offers a great opportunity for parents to communicate their children's home-based achievements via the Home Points system. Perhaps your child has helped out with chores; maybe they have brushed their teeth and got ready for bed all by themselves! While these are small things in life, for some children they can be a big deal. The Home Points system allows you to inform us of these small milestones so we can celebrate them as a home and school partnership.



Direct Messaging

ClassDojo is at its most effective when communications are **positive, purposeful** and **clear**. It is primarily a platform for teachers to keep families 'in the loop' and to share small pieces of good news. We will therefore **not** be using it to discuss issues that are complex or sensitive. For example, we will not use it to inform you of incidents where behaviour may have fallen short of our shared expectations, as these conversations are much better had face-to-face or over the phone. ClassDojo does offer the facility to message class teachers; however, we ask that this service is used responsibly. When you need to discuss something in detail with us, please contact us via the office or by speaking to your child's teacher at the start or end of the day. It is also important to note that it is not a platform for reporting absence and it is essential that current procedures (contacting the school office as soon as possible) are followed.



How do I join?

ClassDojo is downloadable from the app store on your device. Once installed, you will be asked to create an account and then to input a code which will connect you to the school and to your child's teacher.

More specific instruction, including the code, will be provided early in September.

What does this mean for the other forms of communication we use?

We are envisioning that ClassDojo will become our first point of communication with you for general, non-vital updates.

There will be accounts set up in school for:

- Mr Smith (Head of School)
- Mrs Harper (PSA)
- The school office
- Each individual class

This means that each of the above can send updates in a timely and clear manner whereby you will be able to see who the communication is from.

Feedback provided to us around school communication showed that vital information sent out via text message is often "lost" amongst the more numerous, less important updates. For

this reason, on most occasions, we will be using ClassDojo to inform you of these less critical updates; for example, reminders to bring PE kits or of events such as non-uniform days will be sent out via ClassDojo.

Text messages may still be used on occasion, but will be reserved for more important or pressing items, such as informing you of school closures due to snow or other urgent matters.

Our website will continue to be the main hub where you can find all information about us. We will still issue letters and copy them to our website; however, instead of receiving a text message to inform you, you will receive a notification through ClassDojo and the letter will also be posted there. Our newsletter will still be published on a weekly basis and the link for this posted to the website and ClassDojo. The main school Twitter account will remain active; however, due to low engagement with the class pages, the decision has been made to shift the updates that would usually be on these Twitter pages to ClassDojo.

It is important to note that ClassDojo is **not** a replacement for talking in person. We see the implementation of this platform as something to supplement the lines of communication we have established and provide a safe and clear means of communication.



Communication is a vital part of a successful school, and we hope that you will see this as a positive change and improvement. Our updated communications guide can be found on the next page. Please remember that implementing systems such as this can often come with teething issues, so we kindly ask for patience if this is the case. If you have any questions about the change to ClassDojo, please get in touch with me or Mrs Wood for further information.

Kind regards

A handwritten signature in black ink, appearing to read 'J Smith'.

Mr Jon Smith (Incoming Head of School)



Dodworth St John the Baptist Primary Academy

Communication Guide - September 2023

We use the following platforms to communicate:



School Website

Our hub for everything Dodworth. Keep up to date with our curriculum and school events.



ClassDojo

Frequent updates on what is happening in class, class-based, non-urgent communication with families, and general school communications.



Text Message

Used to make you aware of the more important and pressing items that require your attention.



Physical Letter

Used sparingly to make you aware of important notices or items that need parental signature.



Telephone

Used when it is necessary to discuss individual children.



Newsletter

Updated weekly to update you on what's been happening and what's coming up in school.



Twitter

Our 'Public' platform. Follow @DSJ_Academy for updates.