



COMMUNITY COMMUNICATION GUIDELINE



COMMUNICATION ESSENTIAL AGREEMENTS

At ICS Addis, we are committed to creating a culture where communication is always:

RESPECTFUL

TIMELY

CLEAR

SPECIFIC

THOUGHTFUL

CONCISE

SOLUTION-ORIENTED

VERBAL COMMUNICATION & MEETINGS

The Early Years, Elementary, Middle, and High School sections have several opportunities for conferences and meetings throughout the school year. Please refer to your child's school section handbook for detailed information.

Parents are always invited to request meetings with their child's teacher and/or Educational Assistants (EAs) through direct email to the teacher.



DIGITAL COMMUNICATION PLATFORMS OVERVIEW

ICS Addis uses several ways to communicate with families (more details below):



Toddle: Communicate with families about student learning



Vidigami: A secure platform to share official school photos with the community.



ICS Parent Emails: All ICS parents and guardians have access to a Google Email account provided by the school, and this is the exclusive account the school will use for email communication with parents.

In-person meetings and Google Meet: In cases where ICS employees need to speak with families live, we encourage face-to-face meetings on campus or video calls **on Google Meet when not available.**

ICS Mass Emails: For email messages that are directed toward groups of an entire grade level or more, families will receive formatted, branded emails from the school that go through the ICS Communications Department.



ICS Weekly: Our weekly newsletter is published every Thursday at 4:30 PM on the ICS Parent Portal with sections for Schoolwide, Elementary, Middle, and High School. All families receive an email notification on Thursdays announcing the publication of the new issue and providing links.



PowerSchool: A system managed by the ICS IT Department, this platform is used to maintain student and family contact information, student medical information, and providing permission forms to the school for things like field trips.

DIGITAL COMMUNICATION PLATFORMS

IMPORTANT NOTES

ICS Addis employees **do not manage or participate** in digital communications with families via group chat on any platform including Whatsapp, Telegram, or Signal. Any group chat on these platforms, regardless of the name of the chat, is not an official communication platform and should not be considered as a reliable source of official information from the school.

ICS employees are asked to be available and responsive regarding student achievement and issues arising at school as follows:

- Families are encouraged to contact faculty via their ICS Email addresses.
- As much as possible, ICS faculty are asked to be available to parents to communicate about student progress throughout the school year.
- In many cases, phone, videoconference, or in-person meetings are preferable to email exchanges. Depending on the severity of the issue, more personalized communication is recommended to avoid misunderstandings and unnecessary conflict. Follow-up written records of meetings are highly advised to ensure communication and action plans are clear and understood by all parties.

ESCALATION OF ISSUES

In the case of a specific issue involving their child, ICS parents/guardians are encouraged to reach out first to their child's relevant teacher, Educational Assistant (EA), or the staff member directly involved, as this provides the most effective and timely pathway to an answer or solution. If a parent/guardian deems the digital communication to be insufficient, we encourage the parent/guardian to schedule a meeting with the faculty member involved to provide more clarity. If there is still no resolution, we encourage parents/guardians and faculty members to request the support of a principal or deputy principal. Only after these processes have been fully utilized should the Head of School be involved. There are specific processes for filing a grievance with the ICS Board of Governors, which is listed on the ICS Parent Portal.

ICS staff parents are requested to schedule meetings with their children's teachers at mutually convenient times and be explicit about the roles they are playing during those meetings.

EMERGENCIES

Any information that a community member considers to compromise the safety and security of any stakeholder of the school must be shared with a member of the leadership team or the Director as soon as possible verbally or in writing depending on the nature of the situation.

CALENDARS

ICS community members can use the calendar published on the school's website (www.icsaddis.org/calendar) and linked on the ICS Parent Portal for information about events at the school. These calendars are managed by ICS administrators. The school also releases a one-page PDF calendar for each school year, which outlines the year's major events and holidays.

DIGITAL COMMUNICATION

ICS staff will communicate with students and parents using the following digital platforms:



Toddle, ES Unit Overviews, ICS Weekly, ICS Parent Portal (and included links, such as the Parent Student Handbook on a Google Site), ICS email, Google Meet, telephone calls

ELEMENTARY SCHOOL



Toddle, Google Classroom, ICS Weekly, ICS Parent Portal (and included links, such as the Parent Student Handbook on a Google Site), ICS email, Google Spaces, Google Meet, telephone calls

MIDDLE SCHOOL



Toddle, Google Classroom, ICS Weekly, ICS Parent Portal (and included links, such as the Parent Student Handbook on a Google Site), ICS email, Google Spaces, Google Meet, telephone calls Grade 12 uses Managebac to keep track of their CAS/SL programs and submit their IAs. Teachers also use Managebac to provide feedback on drafts for IAs and the calendar function for whole-grade Assessment Calendar.

HIGH SCHOOL

Administration ICS Weekly, ICS Parent Portal (and included links, such as the Parent Student Handbook on a Google Site), ICS email, Google Meet, telephone calls

Google Meet
Google Meet is the preferred method for online conferencing at ICS. The application can be used to schedule parent meetings, student conferences, and any other communication that may need to take place virtually.



EXTERNAL COMMUNICATIONS

Website

The goal of the ICS Addis website is to be the main communication tool for prospective families, prospective employees, and external visitors. The ICS Communications Team is responsible for website updates which inform interested visitors about our programs. All communication should direct interested visitors to our website for detailed information about upcoming events and updates to our programs.

External Media

ICS will develop articles to publish in local and international media outlets to promote its programs. ICS students and employees submit articles to publish online or in print publications. In cases where individual ICS students are featured in a story or publication, ICS will reach out to their families.

Social Media

ICS Communications Team and members of staff in collaboration with the ICS Communications Team will maintain an active social media presence to communicate highlights about our offerings. Students, families, and employees are welcome to send suggestions for social media content to the team. ICS social media should not be relied upon as an official communication tool for parents.

ICS community members are encouraged to share their ICS experience on social media. When wearing or displaying ICS logos in their post, we ask families to contribute to maintaining the school's positive community reputation and keep the school in a positive light, meaning their post containing the school's brand is appropriate for a school environment. When ICS community members take or share photos about the school they should not include photos, names, or identifying details of other ICS families, students, or staff without explicit and direct permission from a parent, guardian, or staff member.

ICS employees may only interact with ICS Addis students via the ICS official platforms listed above strictly for educational purposes. ICS students should not interact with employees via social media platforms, such as Facebook, Instagram, WhatsApp, or others, and ICS parents/guardians should not communicate with ICS employees about school-related issues anywhere except the official platforms mentioned above.



EXTERNAL COMMUNICATIONS

Student Use of ICS Social Media

With recommendations from a faculty member and approval from the ICS Communications Team, students have opportunities to utilize the ICS official social media platforms to promote events, experiences, and initiatives. ICS Communications will provide forms for student take-overs, as well as the creation of student-run ICS-affiliated accounts, which must be signed by the student and their parent/guardian.

Group Chats

ICS is not responsible for WhatsApp or other social media groups created by parents, including the Parent Teacher Organization's group chats.

Teachers who are also parents at ICS Addis may join WhatsApp groups and participate in the groups as parents, not as spokespeople for the ICS Addis administration and staff.

COMMUNICATION DURING TRIPS

For off-campus overnight trips (including curricular, athletics, and arts trips), parents can expect to receive one email update from chaperones/coaches per day to their ICS Parent Email address. At the end of each day of the trip, chaperones and/or coaches will send an email message to ICS Parent Emails of all students participating. If parents reach out to coaches/chaperones about their child, please understand that they may not be able to respond right away, as they will be busy with the trip.

In case of emergency, please reach out to the relevant school section office (**es.office@icsaddis.org, ms.office@icsaddis.org, hs.office@icsaddis.org**), who will assist you in contacting the coaches/chaperones.

Communications protocols related to specific school sections or departments can be found in the relevant handbooks and resources on the ICS Parent Portal (<https://www.icsaddis.org/parentportal>).

GUIDELINES

ICS POLICIES ARE ALWAYS IN A STATE OF REVIEW AND CHANGE.