

EEBI APEEE Communication Working Group 2022 Mandate

The APEEE Communication Working Group was formed in January 2020 to handle APEEE's communication with its broader membership. In general terms, our goal is to communicate what is being done by the APEEE, to disseminate information appropriately and to as many people as possible, and to contribute to the general image and influence of the APEEE. In addition to its specific objectives, the Communication Working Group works toward greater efficiency and transparency in the work of the APEEE in order to promote and align the APEEE's activities—helping the Board, Secretariat and membership to work together and pool their skills.

General Scope of Action: To meet the above objectives, the overall aim of the group is to:

- put in place a Communication Policy
- select and develop a set of communication tools and resources
- contribute to the organisation of events.

APEEE Communication occurs at four levels:

- within the Board;
- between Board and membership;
- with third party interlocutors (i.e. the school or other partners);
- with all interlocutors through the general branding.

The group has thus far focused much of its efforts on **general branding**, through the development and management of the APEEE/APEEE Service's visual identity – used already in all our mailings, website and online/print publications. We have also worked on improving communication **between the Board and membership** (via our NewsFlash, up-to-date information material, improved website, Facebook page). Finally, we have helped put in place more efficient channels of communication **within the Board**, specifically using OneDrive to share and store documents, functional mailboxes, and other online communication tools (i.e. Zoom, Slack, Trello) for sharing, meeting and collaboration. This year the group proposes to expand its mandate to include communication **with third party interlocutors** by helping guide the work of the current APEEE delegates on the EEBI Communication Policy WG. In this, we will focus in particular on the communication between the school and the APEEE and the school and individual families. We will also include the editor of the Berkendael Newsletter on our team to exploit synergies.

Participation and Working Methods: The group is made up of parents who have time and interest in the subject. Because this working group offers practical deliverables, monthly or bimonthly meetings are necessary with various members depending on the task at hand, and members generally work based on a commonly agreed timeline. Discussions are carried out in close collaboration with the APEEE Secretariat's Head of Communications and Information and encompass both Uccle and Berkendael. There is likewise close collaboration with the APEEE Services when appropriate.

To more easily divide up the tasks, the working group currently has five thematic subgroups which meet separately when needed:

1. **Website development** – coordinated by Guendalina Cominotti
2. **APEEE Newsletters** – APEEE NewsFlash head reporter Eszter Rumbold-Molnar; APEEE NewsFlash edited by Guendalina Cominotti / Kathryn Mathe; Berkendael Newsletter edited by Kasia Oniszk
3. **Promotion, outreach and visual identity** – coordinated by Guendalina Cominotti
4. **EEBI Communications Policy** – coordinated by WG delegates Thomas Spoormans / Simon Derry
5. **Board support** – coordinated by Katie Mathe and Jan Tymowski



2022 Membership	
Name	Area
CHAITKIN, Samantha	EEBI Communication Policy Promotion, outreach and visual identity (CBWG coordinator) APEEE NewsFlash
COMINOTTI, Guendalina	APEEE website development (task coordinator) Promotion, outreach and visual identity (task coordinator) Newsletters / APEEE NewsFlash (editor) Board support
DAGOSTINI, Sara	Promotion, outreach and visual identity (Bien Etre coordinator)
DERRY, Simon	EEBI Communication Policy (CE WG delegate) Newsletters / APEEE NewsFlash
MATHE, Kathryn	APEEE website development Board support (task coordinator) Newsletters / APEEE NewsFlash (editor) EEBI Communication Policy Promotion, outreach and visual identity
ONISZK, Kasia	Newsletters / Berkendael Newsletter (editor)
RUMBOLD-MOLNAR, Eszter	Newsletters / APEEE NewsFlash (Chief Reporter)
SPOORMANS, Thomas	EEBI Communication Policy (CE WG delegate)
TYMOWSKI, Jan	Board support (task coordinator) APEEE website development APEEE NewsFlash
VELIKONJA, Monika	EEBI Communication Policy
YOKARIS, Dimitris	EEBI Communication Policy

ANNEX

2021 Activities and 2022 Outlook

Activities 2021

In 2021 the group undertook the following:

- **Graphic identity:** The new logos that were developed last year were validated and implemented on all our communication materials. The chosen visual entities are now in all communications used by APEEE and APEEE Services.
- **Website:** The improvement of the website continued in greater depth. The work made by our communication group focused on the internal structure of the site and on its content. All texts were reviewed and updated to ensure that the information it contains is up to date. This required the re-reading of existing texts and the addition of new content to reflect the latest news or developments. The home page was also fitted out in the new graphic identity. Translation tasks remain to be done, so that static content is also available in quality French.
- **APEEE NewsFlash:** The ambition was to make the newsletter permanent: to be able to reach and communicate with parents on a regular basis. A new member joined the editorial team and reinforced the group of volunteer(s) who had been writing the articles since last year. Thanks to this involvement, four newsletters have been published in one year, namely: in October, January, May and July. These newsletters gave parents information about our association, about important or pressing issues and, more broadly, about what is happening in our school community.
- **Facebook (<https://www.facebook.com/uccleparents/>).** The work on our webpage and newsletter was complemented by constant updates to our Facebook page, which highlighted the latest events or activities of interest to parents. Our page currently has 209 followers.

Outlook 2022

Over the next year, we have the following priorities:

- **Website development:** We hope to move to a new and more secure CMS platform, which should not only increase the speed of the site but improve security. We will take the opportunity to work with developers to add new functionality (in-built forms, customised content templates, newsfeed, calendar, webshop, photo gallery) and navigation to the site to make it fresher and more functional. As we will now run a separate website from the Services, we have an opportunity to streamline our work and focus more sharply on the APEEE's communication needs. In the same moment, we will establish a web content policy which will help keep updates more regular and clarify the website language policy. Use of Facebook will be included in this.

- **NewsFlash team:** Though we managed four editions of our NewsFlash last year and eventually arrived at a stable format and style, we have already been compelled to skip the first and second editions this school year due to lack of staff time and volunteer contributors. We aim to buttress our NewsFlash team, to make them more independent in order to stabilise these efforts and to build on the positive relations established in the school. In Berkendael, there is already a well-established practice. The Berkendael Newsletter editor is now on our team so we hope to learn from their excellent initiative.

- **Promotion and outreach:** We will continue to improve and refresh the APEEE information material and to work closely on outreach with Community Building, Well Being and PedGroup, through support of events and production of topical materials and communications.
We hope to create a more coherent procedure for running outreach events which allow us to better harness volunteer work and take some burden off the Secretariat. We will also purchase graphic event material (banners, posters, signs) to be used for branding our events.

- **School Communication Policy:** Our School Communication Policy team has already begun to work closely with other stakeholders as part of the school-level working group. A working consensus is finally emerging which will allow the group to detail the policy and underlying procedures. We will work together with our delegates to guide and feedback into this process in order to address the real communication challenges in our community.

- **Board Communication:** Over the last years, we have put in place several tools and practices to improve communication within the Board, Bureau and Working Groups. This includes:
 - Zoom - internal and external meetings (our account is available as needed to our Board members and Working Groups);
 - OneDrive - the storage of all Board documents;
 - Trello - managing day-to-day activities;
 - Slack – communication in the Secretariat;
 - Doodle – scheduling purposes;
 - GoogleForms – surveys and applications.

We have also standardised practices for updating the meeting invitations/reminders, annual calendar, reporting on meetings, following up actions in the Board, and written procedures as well as our semi-annual Project Calls. This year, we need to establish a clearer policies about which tools will be used by whom for what purposes. Last year a set of Guidelines was produced to guide the Secretariats work. This will be developed with the communication dimension in mind.