

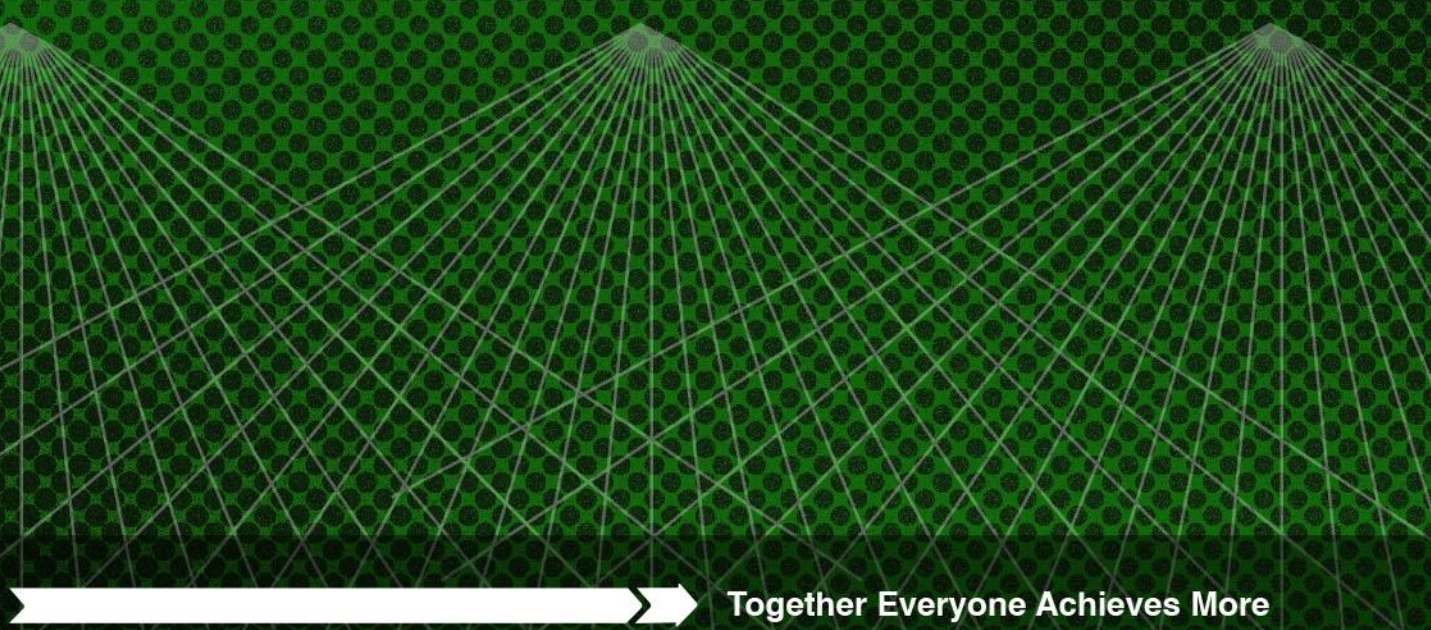
Queensferry High School

WORK HARD • BE KIND



Communication Overview

Celebrating Success Strategy



Together Everyone Achieves More

Communications Overview

At Queensferry High School, communication is central to building strong relationships between school, home, and the wider community. Our TEAM aim (Together Everyone Achieves More) and ethos (Work Hard and Be Kind) underpin how we recognise, celebrate, and communicate success.

This strategy ensures that:

- Every learner feels valued and recognised.
- Families are informed, engaged, and proud of their children’s achievements.
- Staff have clear, consistent ways to share successes.
- The community sees Queensferry High School as a hub of achievement and aspiration.

Purpose & Audience

Purpose: To capture and celebrate achievement consistently, while keeping families and partners informed through clear, inclusive, and accessible communications.

Audience Groups:

- ✓ **Learners** – feel proud, motivated, and included.
- ✓ **Families** – informed, engaged, and connected.
- ✓ **Staff** – supported with clear systems and consistency.
- ✓ **Community & Partners** – engaged and aware of QHS impact locally and nationally.

Communication Channels (Mapped by Audience)

Audience	Channels
Families	QHS Weekly News Updates, CEC Elate, Class Charts, online reporting system, newsletters, text/email, Parent Pay messages
Learners	Assemblies, Tannoy Messages, pupil voice platforms, posters/displays, digital display screens, Class Charts
Staff	Emails, SharePoint, Tannoy Messages, Staff meetings, SIG updates, QHS Weekly News, HT Updates
Community/Partners	Website news, local press, Community Council reports

The Communications Cycle

Gather → Share → Recognise → Track → Support.

- **Gather:** Staff, families, and pupils submit achievements (Class Charts, forms, direct emails).
- **Share:** Celebrated via QHS Weekly Newsletters, assemblies, signage, local press...
- **Recognise:** Certificates, medals, 'Pupil of the Month,' merit awards, House points.
- **Track:** Using Class Charts, attainment data, and submissions to monitor progress.
- **Support:** Identify gaps and provide encouragement or targeted interventions.

Gathering Success

From Parent/Carers

Families can submit updates on their children's achievements beyond school (e.g., dance finals, charity fundraising, community volunteering) using a dedicated online form. This enables us to capture a broad spectrum of student success.

From Staff

Teachers and activity leads can record successes—both curricular and extracurricular—via Class Charts or by email, depending on their preference. Achievements from Active Schools programs also feed into the school system, contributing to House Points.

From Pupils

The Pupil Senior Leadership Team, collaborating with the Pupil Parliament, is developing a system for students to share their own successes, fostering student ownership and involvement.

Sharing Success

- **QHS Weekly News** – Regular success stories feature in our QHS Weekly News (SWAY) which is shared with the whole school community.
- **Signage & Posters** – Achievements are displayed on digital signage and posters around the school building to celebrate success more publicly.
- **Assemblies** – Successes are shared during school assemblies, reinforcing recognition within the school community.
- **Daily Tannoy Announcements** – Highlights of student achievements are broadcast via daily announcements, ensuring consistent visibility and messages to *Work Hard and Be Kind!*
- **Certificates & Awards** – Success is also recognised through formal certificates and awards presented at key moments throughout the year.

- **Subject-Based Recognition** – Departments/Faculties may celebrate students as ‘pupil of the week/month’ to spotlight their progress and achievements.
- **Online Reporting System** – Successes and progress are shared with parents using the school’s online reporting system, ensuring that achievements are communicated directly and securely.
- **Formal Award Ceremonies** – The school organises award ceremonies in June and September, including certificates for attainment, subject-specific achievement, and trophies based on merit.
- **School Displays & Public Channels** – Additional displays—physically within school spaces—and through the school website reinforce celebrations of student achievements.
- **CEC Elate Magazine** – Highlighting and sharing significant school achievements within CEC – e.g Volleyball Success or introduction of our Staff and Pupil Mental Health 1st Aiders.
- **Local Press and National Press** – Sharing school success within a wider audience – e.g. Greenpower Electric car and partnership collaboration within Scotsman Newspaper and on STV News

Tracking Success & Supporting Improvement

Data Sources – The school uses Class Charts for tracking in-class positive behaviors and attainment data (both internal and external) to monitor academic success.

Comprehensive Picture of Achievement – By combining data from Class Charts, staff/pupil/family submissions, and academic tracking, the school builds a holistic view of student success over time.

Identifying Support Needs – This integrated data allows staff to identify young people who may benefit from additional support—such as encouragement to join extracurricular/study/sports clubs or engagement with local community and charitable projects.

Interventions – Interventions might range from communicating with families about unreported activities to offering direct assistance in accessing wider opportunities.

Implementation Timeline

Staff

Each Faculty Leader nominates a dedicated member of staff to collate and share information and contribute to the QHS weekly newsletter. Future plans include a monthly video/Podcast and faculty focus sections.

Enhanced Curriculum Published

An Enhanced Curriculum timetable—detailing study sessions, extracurricular activities, and clubs—is drafted by June (aligned with the P7 transition) and finalised in early September.

Award Timing

Initial certificates are issued in December, with major award ceremonies held in June (Junior Awards Ceremony) and September (Senior Awards Ceremony).