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Chief Executive: Mr D Judson, BEd, NPQH
Head of School: Mr N Lindsay, BA (Hons), NPQH

19th November 2021

Dear Parent / Carer,

Re: School Communication Methods (0038-21PRU)

Key Messages for Parents / Carers

Communication overview – Methods of communication

- **mySchoolApp (mSA)** – **this is a parent app for smart phones** – it is used to issue general communication. This app is our main method of communication. This letter details the app's features, the importance of the app and registration invitations, including how to download and complete the simple registration process
- **Parentmail** – **this can be used via an app or by logging into your account on a computer**. It is used for payments such as dinner money top-ups and trips. (From the 5th January 2022, Parentmail will no longer be used for communication. However, it will remain for payments)
- **SIMS** – **a school-based information system (parent access is not available)** SIMS is used to communicate specific information relating to your child such as reports, targets and exam information
- **Website** – letters issued by school can be found on the school website at <https://longfield.swiftacademies.org.uk/letters-to-parents/>
- **Social Media** – news and events are shared on the schools Facebook and Twitter page @WeAreLongfield

Longfield Academy understands the importance of communication and we continually strive to find new and better ways of delivering information to our parents / carers.

My School App

In November 2020, we launched mySchoolApp (mSA) – a free communication app for smart phones. mSA is our main method of communication; many parents / carers have been using the app successfully since the launch. The success of mySchoolApp is very important to us and depends largely on parent / carer engagement. **mySchoolApp is our main method of communication for general messages / letters**. Therefore, we would like to stress the importance of downloading the app on receipt of the email.



My School App and its features: -

- Access to a calendar of school events
- Access to school news and images
- Access to school documents and policies
- Receive instant messages & letters
- Report a pupil absence due to illness*
- Fast electronic replies to consent forms and questionnaires
- Easy access to useful links such as Payments, Elizabeth's Embroidery and Class Charts

* Reporting a pupil absence – mySchoolApp should only be used to report a pupil absence because of illness. It should not be used for appointments or pupil leave of absence requests. The absence notification on the app replaces the need to telephone the school, although this is still an option should you prefer. **Please note pupil absence must be reported by 9:00am, on a daily basis, until your child returns to school.**

How to download & register (please note, mSA is free of charge!)

What you need:

- Smart phone (if you do not have a smart phone, you may use an alternative device such as a tablet or i-Pad)
- An email address (we will use the email address held on file for you)

What you need to do:

- Shortly, you will receive an email inviting you to download the mySchoolApp from the app store. **It is crucial you use the same email address to register.**
- Please download the free app from the app store on your mobile device
- Once downloaded, complete the simple registration process and within settings, select the appropriate groups relevant to your child. For example, your child's year group
- Enjoy the user-friendly app and its content - *It really is that easy!*

Tip – when prompted, be sure to 'allow notifications', the app will then notify you when you have a new message

To watch a short instructional video on how to set up the app, please click the link below:

[YouTube - setting up mySchoolapp on smart phones](#)

What to do if you have not received an email invitation by Wednesday 24th November 2021

In the first instance, please check your junk / spam folder for an email from mySchoolApp. If you are unable to find an email, please contact Mrs Rutter - Academy Administration Manager, on T: 01325 348113 or email prutter@longfield.swiftacademies.org.uk

Cont/...

ParentMail

Parentmail can be used via an app or by logging into your online account using a computer. Prior to the launch of mSA, Parentmail was used for general communication. **From the start of next term, (Wednesday 5th January 2022) ParentMail will be withdrawn for the purpose of communication, it will only remain in operation for payments.**

SIMS

SIMS is the school data base which holds pupil and parent / carer information. It allows us to issue personalised communication with parents / carers such as pupils reports, targets and exam timetables as well as intervention and detention messages. Parents / Carers do not have access to this system. The use of SIMS InTouch will not change, we will continue to use this system to send specific information relating to you child.

Please see the below table outlining the communication systems we use and what they are used for:

mySchoolApp (generic information)	SIMS (pupil specific information)	ParentMail (payments)
Calendar of events	Pupil reports	Dinner Money top-ups
News	Pupil targets	Trip payments
General messages / letters	Detention notifications	Miscellaneous payments such as books, etc.
Pupil absence reporting - (parents can use this function to notify school of a pupil absence)	Attendance notifications (you will receive a text message if your child is not present in school and we do not have a recorded reason for their absence)	
Electronic consent forms / questionnaires		

School Website - <https://longfield.swiftacademies.org.uk/>

This contains an extensive range of information. Letters can be found by clicking on the 'Parents' tab and then 'Letters to parents / carer 2021-2022'. Within this section of the website you will find three sections, 'Whole School / Year Groups Letters', 'Group Specific Letters' (such as D of E) and 'Newsletters' which are the fortnightly newsletters issued on our social media pages.

Social media - will continue to be used to promote events and share news. This year, we have the following themes each week: - Message Monday, P.R.O.U.D Tuesday, Wellness Wednesday, Showcase Thursday and Good News Friday.

Should you have any further queries regarding communication, please contact me on T: 01325 348113 or email prutter@longfield.swiftacademies.org.uk

Yours faithfully,



Mrs P Rutter
Academy Administration Manager