



Emirates International School Jumeirah Community Engagement Policy 2026 – 2027

Approved by:	Jayne Needham	Date: September 2025
Last reviewed on:	August 2026	
Next review due by:	August 2027	

Parental Engagement Policy

1. Introduction and Rationale

Our school recognises that a child's education is a shared responsibility between the school and the family. In our diverse international setting with over 60 nationalities, we aim to bridge cultural gaps, celebrate our local Emirati heritage, and ensure every parent feels empowered to support their child's learning journey from Early Years through to Graduation.

2. Core Objectives

- To ensure inclusivity through ensuring communication is accessible and sensitive to the cultural and linguistic backgrounds of all families.
- To provide transparency through clear, timely information regarding student progress and school operations.
- To foster partnership through involving parents in the decision-making process through formal representative bodies.
- To foster community integration and deep links with the wider community and local industries.

3. Communication Channels

To accommodate different lifestyles and professional schedules, the school uses a multi-tiered communication strategy:

- Clear sources for live data including attendance, grades, and behaviour logs in MSchool (in High School) and Toddle (in Primary School)
- Weekly Newsletters, video messages and highlights celebrate student success and outline upcoming events.
- For key policy changes or safety issues, communication can be provided in Arabic and English, with volunteer parent ambassadors available for other major language groups.
- While formal appointments are encouraged, Heads of School are available with an open-door policy to discuss informal concerns.
- An anonymous parent survey captures parent views, both positive and concerns, which feed into an action plan that is widely shared.

4. Parental Involvement Levels

We recognize that parents have varying amounts of time to give. We offer three levels of engagement:

Level 1: The Home-School Link (All Parents)

- Attendance at Parent-Teacher Consultations (PTCs).
- Supervision of home learning and adherence to the school's Code of Conduct.
- Engagement with the KHDA Parent Contract.

Level 2: The School Community (Volunteers)

- Class Representatives act as a bridge between the teacher and parents for logistical updates.
- The Parent Support Group (PSG) meet every 6 weeks with the Principal and Heads of School and form committees to support International Day and other major school events.
- Reading Buddies supporting younger students (Ages 3-7) with literacy in various languages and parent volunteers support events and excursions.

Level 3: Strategic Leadership (Governance)

- The PSG is a formal body that meets monthly with the Principal to review school-wide initiatives and to give feedback to the school through class representatives.
- The School Advisory Committee (SAC) Includes parent representatives and ambassadors for the Emirati Community to ensure the parental voice is heard at the highest level of school strategy.

5. Community & Local Integration

The school is committed to the **UAE National Agenda**.

- Emirati Heritage is emphasised through actively engaging local students and families to lead events such as National Day and Flag Day.
- Our Corporate Partnerships are leveraged through our parent network to provide internship opportunities and career days for our secondary students (Ages 14-18).
- Charity and Service through the IBPD CAS component and participation in Dubai Cares, Emirates Red Crescent and other initiatives instil a sense of social responsibility.

6. Feedback and Conflict Resolution

The school views feedback as a gift.

1. Annual surveys are conducted to measure parental satisfaction and generate an NPS score
2. Parents are encouraged to follow a chain of communication from the teacher to the Head of Year/department to the Head of School and then to the Principal in order to raise issues and record grievances.
3. All engagement is governed by mutual respect. Aggressive behaviour or digital defamation (on social media/WhatsApp groups) is strictly prohibited and may result in a review of the student's place at the school.

7. Monitoring and Review

This policy is reviewed annually by the Senior Leadership Team and the Parent Council to ensure it remains effective for our ever-evolving international population.

Next Review Date: August 2027