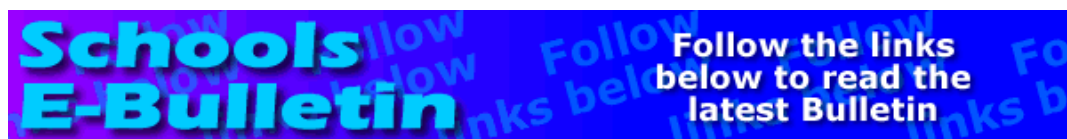




Schools E-Bulletin: Background, Objectives & Procedures



What is the Schools E-Bulletin?

The **Schools E-bulletin** is one of the key information resources available to ClusterWeb users. It serves both as an electronic post bag for schools and as a signpost to the latest Kent Local Authority information, updates on national initiatives and training & development opportunities.



The **Schools E-bulletin** was developed from the national initiative to reduce the bureaucratic burden on schools (DFES Code of Practice on School-LEA Relations, Appendix 4) and our subsequent Directorate policy of prioritising e-communications when communicating with schools.



Produced on a weekly basis during term-time, the **Schools E-bulletin** provides users with a summary of items categorised by subject and importance. Each item within the summary details its audience, purpose, required actions, summarised content, contact details and, where necessary, links to associated files/websites (example below).



Restorative Justice in Schools: Rethinking Behaviour Management and Introduction to Restorative Practices: Workshop: 08.01.07

To:	Headteachers, SENCOs
Priority:	Medium
Purpose:	To notify colleagues of the forthcoming Restorative Justice in Schools workshop
Action:	For information, circulation and booking

The **Specialist Teaching Service** (STS) has organised an introductory workshop on **Restorative Justice in Schools** at the Hadlow Manor Hotel, Nr. Tonbridge, on **08.01.07**.

Entitled *Rethinking Behaviour Management and Introduction to Restorative Practices*, the conference is being led by Margaret Thorsborne, an internationally renowned Australian trainer and expert on restorative principles.

Evidence relating to restorative justice shows that:

- Restorative approaches provide a structure for dealing successfully with conflict
- Closure means that incidents are less likely to re-occur or "snowball"
- The use of restorative approaches lead to less incidents of unacceptable behaviour & reduced incidents of repeat offending
- Damaging behaviour is owned and repaired by those involved

The workshop costs **£75** per delegate, and includes include lunch & refreshments. To gain the maximum benefit from the day, it is recommended that 2 delegates from each school attend.

To book a place, please complete and return the attached document. The deadline for bookings is **20.10.06**. Please note that early booking is advised.

If you have any enquiries, please contact Shelagh Jones.

Documents:
 Click a file title to download or view

- **Restorative Justice in Schools** [Size: 58Kb]

Contact:

- **Shelagh Jones**, Finance Support Officer, Specialist Teaching Service. **Tel:** 01622 696676 **Email:** Shelagh.Jones.

How effective is the Schools E-Bulletin?

Clusterweb averages **14,000** page impressions a day. When we notify schools of the latest edition on the Tuesday, the day's pages viewed rise to an average of **29,000**. Ultimately though, the value of the bulletin is still dependent on how effective the message you want to convey is.

What are the processes and timescales for including an item?

The **Schools E-Bulletin** is produced on Tuesday every week during term-time (except when Bank Holidays fall on Monday). To include an item in a forthcoming bulletin:

- Download the **E-Bulletin Item Template** available through the following link: [E-Bulletin Item Template](#)
- Ensure that **all** sections are fully completed (see guidance below).
- E-mail the **Item Template** and any associated files to communicationcfe@kent.gov.uk by the **Thursday** preceding the Tuesday Bulletin.

Templates received later than Thursday may be delayed until the following week.

Guidance on Completing the Schools E-Bulletin Item Template

The **Schools E-Bulletin's** approach is to help schools quickly identify what items are of importance to them. At all stages, colleagues should think carefully about how they structure their information to support schools in this.

The role of the **Communications & Information Governance (CIG)** team is to facilitate and support your communication. It should be recognised that colleagues requesting an E-Bulletin item are still the **content owners**.

Because of the speed of e-mails, texting, etc., many people have got used to seeing electronic communications as a form of shorthand. The information you provide in the template should be written with the same degree of attention you would pay to a formal communication with a school or group of colleagues.

Although electronic communications provides colleagues with greater range of options to manage the information, content owners should not lose sight of the fact that the information quality is still paramount. To be effective the content provided must be as clearly structured as other forms of formal communication, e.g. letters, reports, press releases, etc. and give dates, times, venues and contacts etc.

Don't just provide us with notes and jottings (e.g. "Please advertise the attached") as this requires us to do your job. Incomplete templates may be returned for the content owners consideration as they are very time consuming for us to handle in the timescale of publishing the bulletin for as many as 20-30 separate teams and units.

You may find it useful to review how we have dealt with similar content types in previous bulletins. You can do this in a number of ways:

- By opening a specific week's edition from the home page of [ClusterWeb](#)
- By searching for a specific content types using the [Schools E-Bulletin Search Engine](#) - e.g. if you are advertising a conference, simply type in "conference" and click "search" – and then review items similar to your own.

Attached are some notes for your guidance in using the template and preparing items for the Bulletin:

Item Template Notes & Guidance

Field Notes & Guidance

1: Item Title

Appearing both in the summary listings and at the top of the individual item, the **Item Title** is often the first piece of information schools have to identify the importance to an item. As a result,

- Do not use titles which can only be understood once the reader has opened the item it refers to.
- If the item is **limited** to a specific phase, include the phase details within the title.
- Also include important dates, e.g. deadlines or when actions are required by.

Example: A conference has been organised to discuss the implications of the “Invisible People” Strategy for Primary Schools. Booking is required by 12 September 2006. **Please Note:** *Item Titles are grouped under system-generated subject headings. In this example, assume that this is included under the main heading “Conferences”.*

Possible title:

[Primary Schools only]: “Invisible People” – A Multi-Agency Strategy for Young Carers in Kent: Booking Deadline: 12.09.06

2: Readership:

- All items should include **Headteachers** (as one word). If the item is phase-specific, add the phase, i.e. **Primary & Special School Headteachers**
- Depending on the content, you can include other readership titles as you wish, e.g.: Chair of Governors, Bursars, SENCOs, School Management Teams, Heads of [Subject], School Admin., Teaching Staff, LSAs/Teaching Assistants, etc.

3: Purpose:

Schools can view/print both summary versions of the bulletin or full details. If a school refers to the summary version, the “Purpose” field is their only indication of the item’s content. To take account of this, content owners should ensure this field contains short but meaningful information. With regard to the example above, we could state:

“To notify colleagues of the forthcoming conference to discuss the impact for Primary Schools of KCC’s Multi-Agency Strategy for Young Carers in Kent. Item includes a booking form which must be completed by 12.09.06”

4: Action:

For most items this is simply “**For information & Circulation**”. However, where actions are required, this field can be used to re-inforce them, e.g. “*For information, circulation & booking by 12.09.06*”

Field Notes & Guidance

5: Item Contents:

This is the most important area for you to convey your message. Irrespective of whether you include letters or flyers, this section **should** be completed with the information you want to appear on screen.

We will return Item Templates that simply state “refer to the attached” as we do not have time to read the whole item and translate your requirements.

Some points to note:

- **Long Letters:** Produce a summary of the main content points, particularly stressing any actions, statutory or otherwise, linked to document. This will help schools identify whether to take the trouble to download more detailed information available in the full letter.
- **Short Letters:** Simply, extract the body text and copy it into this field. The contact details included in the letterhead will be included other E-Bulletin Item fields. We can still attach your formal letter if it is required to be copied and distributed to parents for example.
- **Flyers:** Flyers may look “fun”, but they are often present us with a problem - a mass of clip-art, strange fonts and large graphics may be slow to download and irrelevant if a school is only printing in black & white. We can still attach a pdfed (Adobe Acrobat Professional) flyer if necessary, but you should still produce a text version for the E-Bulletin .We can also pdf for you if necessary.
- **Training Courses:** A simple summary approach to dealing with training courses (single or multiple) is available through the following link: http://www.clusterweb.org.uk/communication/ebulletindetail.cfm?eb_bulletinid=1418. This is not prescriptive, but provides an indication of the essential information you need to detail.
- **National Initiatives / Website information:** If you want to promote initiatives or websites, produce a summary of the aims or content so that schools can gauge if they are interested in pursuing.

6: Attachments:

- **File Names:** Name your documents with short files name, in lowercase and using the underscore where you require space, i.e. “invis_people_conference.doc”. Long filenames, particularly when part of a lengthy URL are often truncated and made invalid by some client-end software / e-mail systems.

This section will be updated to include guidance on **Document Properties** at a later date. Use of Document Properties in MS Word (file menu) helps our search engine find material which uses key words and good descriptive titles.

7: **Contacts:**

All Local Authority items **MUST** have full contact details. This includes:

- Name; Role; Unit; Division; Telephone & e-mail address.

Where possible, Non-Local Authority material should include similar contact details. In the absence of such a contact, the content owner should provide his or her details for further information or our team will get the enquiries.