

1 July 2024

Dear Parents / Caregivers,

We hope this letter finds you well. We are writing to inform you about some important updates to our communication practices at St Martins Lutheran College. After careful consideration and feedback from our community, we have decided to evolve the College's fortnightly newsletter into a quarterly magazine publication. We are therefore placing a stronger emphasis on the existing communication methods for direct-to-parent information and updates.

### External Communications

To enhance our communication and ensure timely and relevant updates, we will be utilising the following channels:

#### 1. Social Media

**Facebook:** <https://www.facebook.com/SaintMartinsLC>

**Instagram:** <https://www.instagram.com/stmartinslc>

**LinkedIn:** <https://www.linkedin.com/company/st-martins-lutheran-college/>

**Frequency:** Daily

**Purpose:** We will continue to use the College's social media platforms (Facebook and Instagram) to celebrate school activities and events with high-quality images and captions, ensuring timely updates and engagement with our wider community.

#### 2. College Website

**Website:** <https://stmartins.sa.edu.au/>

**Frequency:** Weekly

**Purpose:** Our website serves as a source of news, similar to our social media content, promoting past school activities for those who do not use social media. The Community Noticeboard page provides public announcements of forthcoming events from local community groups. The website also provides access to relevant College policies pertaining to students and parents.

#### 3. Quarterly Magazine 'The Spirit'

**Frequency:** End of each term

**Purpose:** The quarterly magazine will offer in-depth content for further reading by the St Martins community. It aims to create a stronger community connection by highlighting achievements and major events from the term in article form. The magazine will be a digital publication and families will be emailed a link to access it. It will also be available to the wider community via the College website.

#### 4. Yearbook

**Frequency:** Once per year

**Purpose:** The College Yearbook will continue to serve as the long-term celebration of the year and is predominantly photo-based, capturing and preserving memorable moments. It is usually available in the first semester of the following year.

## Internal Communications

For internal communications, we will continue to use:

1. **Class Dojo (R-6) & SEQTA Noticeboards (R-12):**

**Frequency:** As required throughout the week

**Purpose:** These platforms will be used for general communications, notices, and information sharing between staff and parents/guardians.

2. **Emails Direct to Parents and/or Students**

**Frequency:** As required throughout the week

**Purpose:** We will continue to use emails as an instant communication between staff and parents/guardians, especially for direct contact relating to classes or individual students.

## Conclusion of the Fortnightly Newsletter

At the end of this term, we will cease publication of our Fortnightly Newsletter. We understand that the newsletter has been a valued source of information for many families over the years. However, we believe that the communication channels detailed above provide better, more timely, accessible, and engaging ways to stay connected with the College.

Our goal is to enhance the way we share information and ensure you are always informed about your child's education and school life.

If you have any questions or need assistance with any of these communication tools, please do not hesitate to contact the College front office. We are here to help and ensure a smooth transition for everyone.

Thank you for your ongoing support.

With warm regards,



**Alan Connah**

Principal