



External Communications Policy
Schoolwide

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Introduction

Effective communication is the cornerstone of a strong partnership between the German European School Manila (GESM) and its community. This **External Communications Policy** serves as a comprehensive guide to ensure clear, consistent, and respectful communication between the school, students, parents, and Parent Representatives within the Parent Council (Gesamtelternbeirat or GEB).

The policy is structured into three sections, each tailored to the specific needs of:

- **Students** – to understand how they should communicate with school staff and how they receive important information.
- **Parents** – to provide guidance on engaging with the school in a constructive and effective manner.
- **GEB Representatives** – to define their role as intermediaries between the school administration, the greater Parent Council, and the parents in their respective classes.

This document is intended to be accessible to all stakeholders of GESM. Its format allows for easy subdivision so that each section can be shared independently with its respective audience, making it more

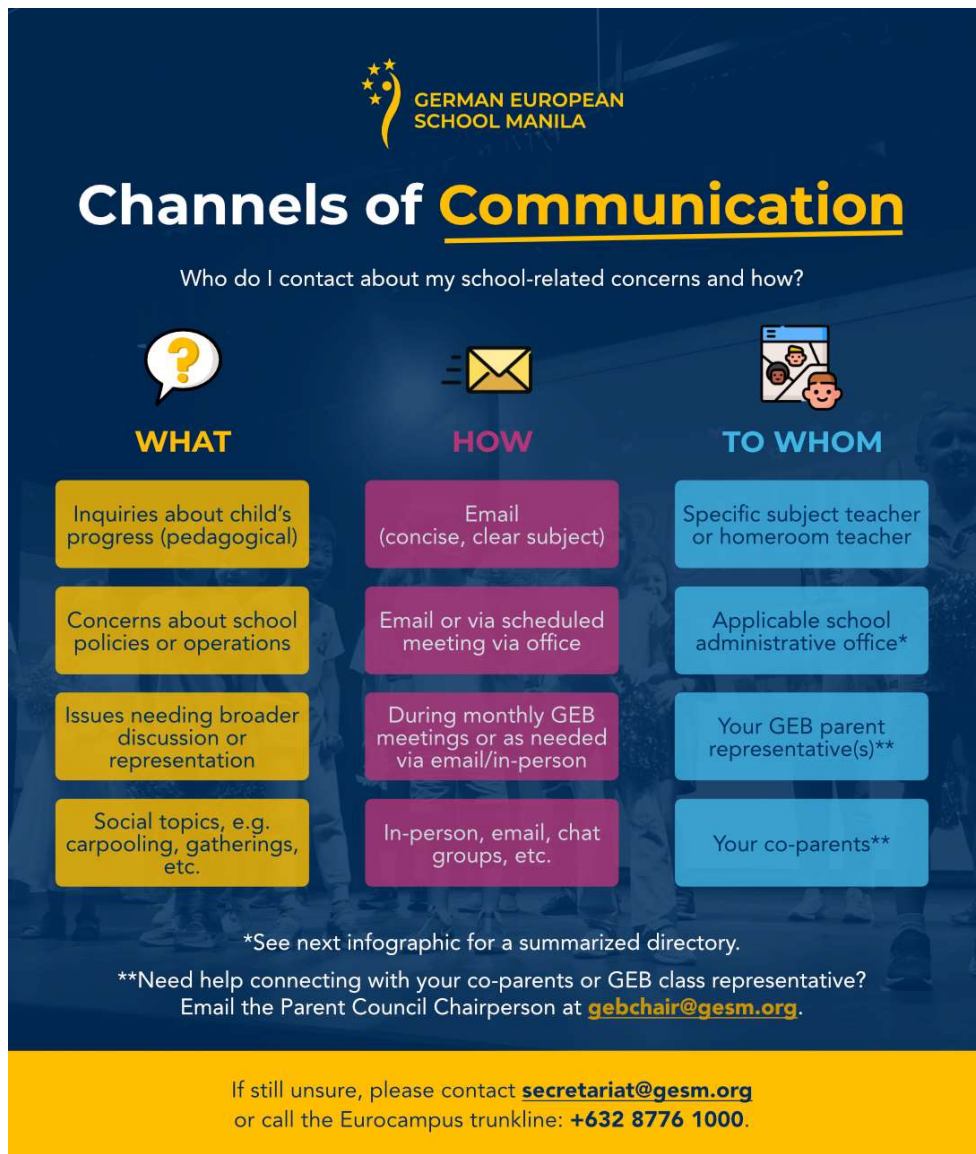


Figure 1 - Channels of Communication Infographic

digestible and practical for everyday use. For a quick overview, a summarized version of the policy is presented in the infographic in the inset, offering a bite-sized reference for key communication guidelines.

By establishing clear communication protocols, this policy aims to enhance collaboration, ensure transparency, and support a positive school environment for all members of the GESM community.

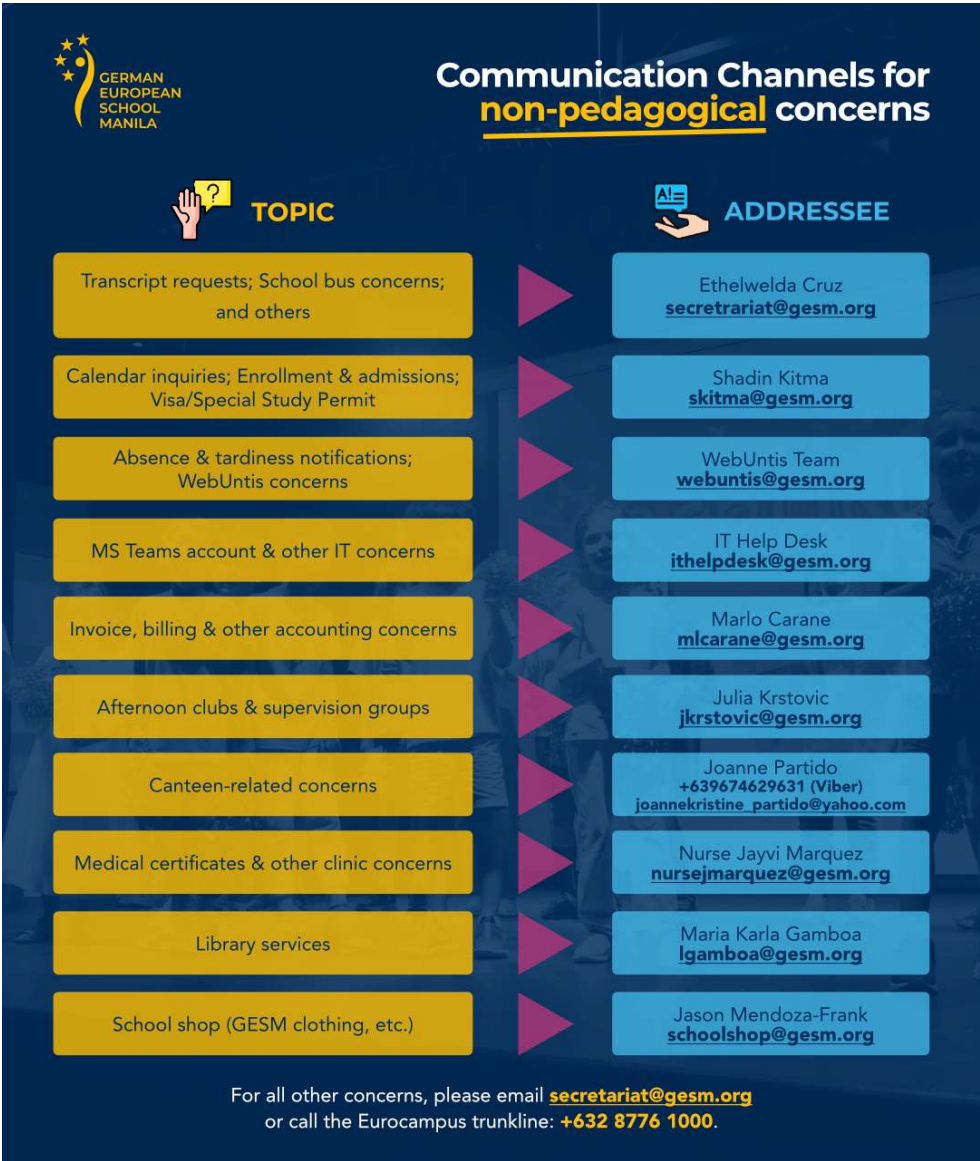


Figure 2 - Infographic on Communication Channels for Non-pedagogical Concerns

Communication Guidelines for Students

Introduction: Our School Values

At GESM, we believe in respect, honesty, and kindness. As a student, you play an important role in creating a positive school community. Here are some guidelines to help you communicate effectively with your teachers, classmates, and school staff.

Talking with Your Teachers

- Use your school email for non-urgent questions or comments.
- Write a clear subject line so your teacher knows what your email is about (e.g., “Question about Math Homework – Grade 8”).
- Be polite and use proper grammar and spelling.
- Wait at least two school days for a reply before sending a follow-up email.
- For urgent matters, speak to your teacher in person or during designated office hours.

Communicating with Classmates

- Be kind and respectful in all your communications, whether in person or online.
- Use school-approved platforms (e.g., Microsoft Teams) for group projects or discussions.
- Do not share personal information about others without their permission.
- If you witness bullying or unkind behavior, report it immediately to a teacher or school staff member.

Social Media Use

- Be mindful of what you post online—it can be seen by many people and may have long-term consequences.
- Do not share school-related private information (e.g., exam questions, personal data) on social media.
- Be respectful when posting about school, teachers, or classmates. Avoid negative comments or complaints.
- If you’re unsure whether something is appropriate to post, ask a parent or teacher for guidance.

Raising Concerns or Problems

- If you have a problem, try to talk directly to the person involved first in a calm and respectful manner.
- If the issue is not resolved, speak to your teacher, homeroom advisor, or a school counselor.
- For larger or more serious issues, you can request to speak with the Head of Department or the Principal.

Steps to Solve a Problem

1. Try to talk directly to the person involved.
2. If that doesn't work, talk to your teacher or counselor.
3. For bigger problems, ask to speak with the Head of Department or Principal.
4. Remember, it's okay to ask for help when you need it!

Quick Reference Guide

What	Who	When	How
Questions about classwork	Your teacher	During or after class	In person or by email
Personal concerns	School counselor	During school hours	Visit the counselor's office
Ideas for school improvement	Student council rep	Anytime	In person or through council meetings
Reporting bullying	Any trusted adult at school	As soon as possible	In person
Tech issues with school accounts	IT support	School hours	Email or visit IT office

Important School Contacts for GESM Students

Name/Team	Designation	Email Address	Topics
Ms. Kimberly Madi	Guidance Counselor	kmadi@gesm.org	counseling
Ms. Ethelwelda Cruz	School Secretariat	secretariat@gesm.org	requests for school records, bus service
Mr. Shadin Kitma	Marketing & Admissions	skitma@gesm.org	newsletter & social media contributions
Mr. Cesar Fantanosa, Mr. Jason Matias	IT Help Desk	ithelpdesk@gesm.org	Microsoft account (esp. MS Teams), other IT concerns
Mr. Aleksandar Krstovic, Jan Zander	WebUntis Team	webuntis@gesm.org	absence notifications, WebUntis concerns
Mrs. Julia Krstovic	Club Coordinator	jkrstovic@gesm.org	afternoon clubs & supervision groups
Ms. Lala Gamboa	Librarian	lgamboa@gesm.org	library concerns, online resource subscriptions
Mr. Jason Mendoza-Frank	School Shop Volunteer	schulshop@gesm.org	school merchandise purchases
Mrs. Jayvi Marquez, RN	School Nurse	nursejmarquez@gesm.org	clinic concerns

Communication Guidelines for Parents

Introduction: Core Values

At GESM, communication is built on respect, integrity, and compassion. As a parent, your role in maintaining open and respectful communication is crucial to the success of the school community. Below are the key guidelines to help you engage effectively with the school.

Email Communication

- Use email for all non-urgent communication.
- Include a clear and concise subject line (e.g., “Question about Science Fair – Grade 5”).
- Allow at least 48 hours for a response before sending a follow-up message.
- Avoid including sensitive information (e.g., student grades or behavior) in emails. Use secure platforms or in-person meetings for such discussions.

Social Media Use

- Avoid discussing sensitive or private information related to students, teachers, or staff on social media platforms.
- Use respectful language and refrain from airing grievances publicly. If you have concerns, follow the proper channels outlined in this policy.

Raising Concerns or Complaints

- Direct any concerns or complaints first to the person involved (e.g., your child’s teacher).
- If the issue remains unresolved, escalate to the Head of Department

Handling Concerns or Complaints

- Start with a direct conversation with the person involved.
- If unresolved, escalate to the appropriate school administrator or GEB representative.
- Keep written records of all formal complaints or issues raised.

Complaint Management Steps

1. Start with a direct conversation with the person involved.
2. If no resolution is reached, escalate to the appropriate school administrator or GEB representative.
3. Keep written records of any formal complaints or issues raised.

Thank you for reading! This document is designed to simplify your understanding of GESM communication practices. Please implement the email and social media practices in your daily interactions, and keep this guide handy for quick reference when needed.

Directory of GESM School Administration Contact Persons

Name/Team	Designation	Email Address	Topics
Ethelwelda Cruz	School Secretariat	secretariat@gesm.org	requests for school records, withdrawal & clearance process, bus service coordination, all other concerns
Shadin Kitma	Marketing & Admissions	skitma@gesm.org	admissions, media permissions for newsletters & social media, Special Study Permit (SSP), car stickers, other marketing concerns
Marlo Carane	Accounting Officer	mlcarane@gesm.org	school fee invoices and other billing concerns
Cesar Fantanosa, Jason Matias	IT Help Desk	ithelpdesk@gesm.org	Microsoft account (esp. MS Teams), other IT concerns
Aleksandar Krstovic, Jan Zander	WebUntis Team	webuntis@gesm.org	absence & tardiness notifications, WebUntis concerns
Julia Krstovic	Club Coordinator	jkrstovic@gesm.org	afternoon clubs & supervision groups
Lala Gamboa	Librarian	lgamboa@gesm.org	library concerns, online resource subscriptions
Jason Mendoza-Frank	School Shop Volunteer	schulshop@gesm.org	school merchandise purchases
Jayvi Marquez, RN	School Nurse	nursejmarquez@gesm.org	clinic concerns

IMPORTANT: Generally, the contact persons above are the *first* point of contact for the listed topics or concerns. Inquiries may subsequently be handled by a different person depending on the severity, context and/or specificity of the concern.

Communication Guidelines for GEB Representatives

Introduction: Core Values

At GESM, communication is built on respect, integrity, and compassion. As a GEB Representative, your role in maintaining open and respectful communication is crucial to the success of the school community. Below are the key guidelines to help you fulfill your responsibilities effectively.

GEB Meetings and Internal Communication

- Attend monthly GEB meetings regularly.
- Use designated communication channels (e.g., GEB email or messaging platforms) for internal discussions.
- Maintain confidentiality in all internal communications.
- Share relevant information with the parents you represent, while respecting privacy and confidentiality guidelines.

Email Communication

- Use your school-registered email address for all school-related communication.
- Include clear and concise subject lines (e.g., "Update on School Event – March 2025").
- Allow at least 48 hours for a response before sending a follow-up message.
- Avoid sharing sensitive or confidential information through email.

Communication with Parents

- Regularly update the parents you represent about relevant GEB and school matters.
- Use professional and respectful language in all communications.
- For sensitive matters, consider face-to-face meetings or phone calls instead of email.
- Encourage parents to follow the proper communication channels for their concerns.

Liaison with School Management

- Act as a bridge between parents and school management.
- Bring collective parent concerns to the attention of school management through appropriate channels.
- Participate in steering group meetings when invited.

Handling Concerns or Complaints

- Advise parents to start with a direct conversation with the person involved.
- If unresolved, guide them to escalate to the Head of Department.
- Bring collective or recurring issues to GEB meetings for discussion.
- Maintain confidentiality and document all formal complaints or issues raised through the GEB.

Quick Reference Guide for GEB Representatives

What	Who	When	How
Regular updates to parents	Parents in your represented group	Monthly or as needed	Email or parent meetings
Collective parent concerns	School Management	As issues arise	Through GEB meetings or scheduled appointments
GEB internal matters	Other GEB members	Ongoing	Designated GEB communication channels
School policy discussions	Steering group	When invited	Steering group meetings
Individual parent concerns	Guide parents to appropriate channels	As needed	Provide information on proper communication procedures

Thank you for your service as a GEB Parent Representative. This document is designed to simplify your understanding of GESM communication practices in your role. Please implement these practices in your interactions and keep this guide handy for quick reference when needed.

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