

Hi Parent / Caregiver,

St Thomas's school is excited to share with you our 2017 engagement initiative!

We have commissioned a research company to undergo a research study in order to gain a better understanding of parents, students and staff expectations of the school.

The aim of this initiative is to engage with our community – parents, students and staff members – to better understand how we are meeting your needs as well as what we can do to improve our services, systems, processes and communication.

We are really excited about the engagement initiative and the insights it will deliver to help the school to better collaborate with the community and ensure students continue excelling and experiencing rich, varied and meaningful learning opportunities.

At the end of this research study, we will share with you the results and insights we have gained from this important engagement initiative.

We really appreciate your time and input into this process.

#### **Who will be managing this engagement process?**

St Thomas's school has commissioned Buzz Channel, an independent **specialist NZ research company** to undertake this engagement project. Buzz Channel is a leading community engagement specialist with extensive experience in the education sector and evaluating feedback from students, parents and school stakeholders.

Click [here](#) to see Buzz Channel's approach to research and engagement as well as their case studies.



As part of this engagement process, Buzz Channel will invite the St Thomas school community (parents, staff and students) to provide your feedback through an online survey. Accordingly, we would like to pass on your email contact details to Buzz Channel to ensure they can conduct their research objectively, accurately and independently.

As you are aware, St Thomas's school takes privacy very seriously and Buzz Channel – a professional research business – takes participant privacy and security as seriously as we do. You can review Buzz Channel's privacy and data security policy attached to this email.

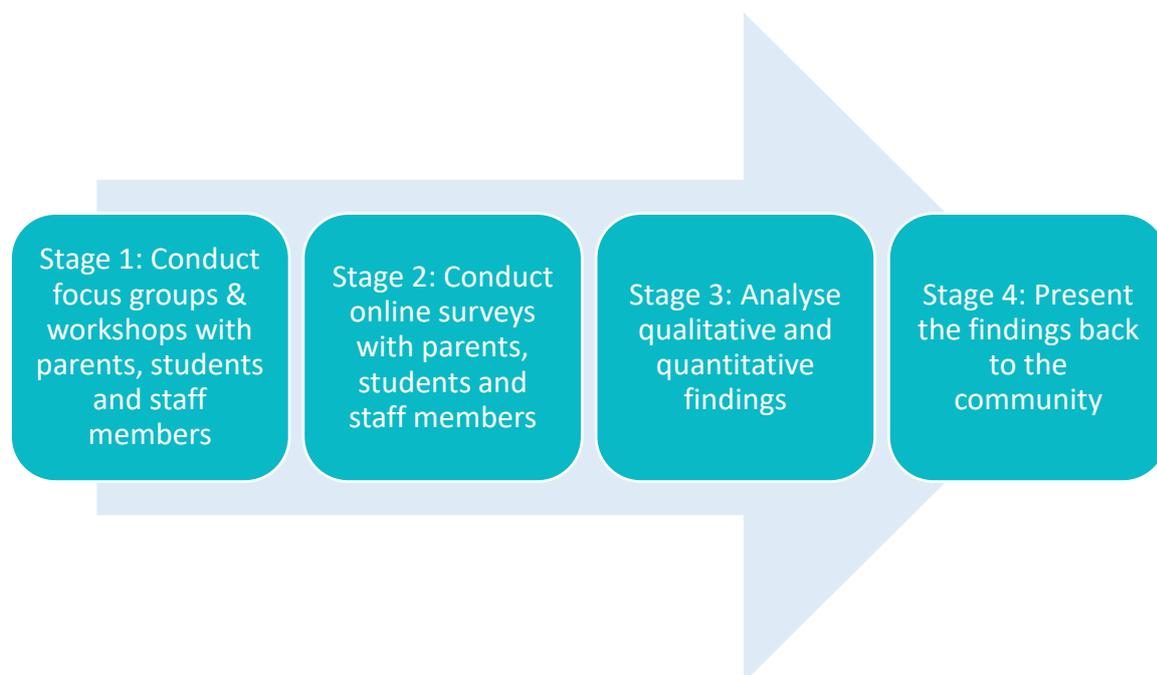
If you have any further questions on Buzz Channel's privacy and data security policy, please contact Ben Parsons, Buzz Channel Managing Director, on 09 379 8920.

If you would like to **opt out** of this engagement process, and not have your contact details passed on to Buzz Channel, please advise us at [office@stthomas.school.nz](mailto:office@stthomas.school.nz) by Saturday 24 June.

Buzz Channel is a member of the Research Association NZ, and adheres to the code of practice regarding participant rights, privacy, confidentiality and other standards of behaviour. You can review the Research Association's code of ethics [here](#).

### What is involved in this engagement initiative?

The engagement initiative will comprise four stages:



- **Stage 1** – Buzz Channel to conduct qualitative focus groups and workshops with parents, students, and staff members in the week commencing 3 July. The aim of this stage is to explore the community's views on St Thomas's school, what are the key strengths of the school, what are the areas that St Thomas's school could improve upon and any suggestions or recommendations for continuous improvement
- **Stage 2** – Buzz Channel to run online surveys with all parents, students, and staff members in the week commencing 31 July (i.e., second week of Term 3). The aim of this stage is to

apply findings and insights from the previous qualitative stage using an online survey to gather feedback from the entire community and obtain a detailed [representative] understanding of the community's feedback, concerns and views

- **Stage 3** – Buzz Channel to analyse all feedback to create a report around the key findings and recommendations from the community
- **Stage 4** – St Thomas's school to present the key findings back to the community and explore options moving forward

This engagement initiative will commence in June and will continue throughout July and August 2017.

### What do I need to do?

Please be on the lookout for an invite to participate in a focus group and/or workshop.

Invitations for focus groups and workshops will go out between **Monday 26 June and Thursday 29 June 2017**. The focus groups and workshops will be held in St Thomas's school between **Monday 3 July and Thursday 6 July 2017**.

If you have any questions on this entire process, please do not hesitate to contact us at [office@stthomas.school.nz](mailto:office@stthomas.school.nz)

Yours sincerely,

Michael Maher

Principal

St Thomas's school