



**ALTAMIRA**  
INTERNATIONAL SCHOOL

# STAKEHOLDER INVOLVEMENT

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2023 - 2024

HANDBOOK

**AIS**



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## 1. Purpose

The purpose of this **Stakeholder Engagement Policy Manual** is to establish a comprehensive framework that promotes effective communication and active participation of all involved in the educational community. This document aims primarily to provide clear and transparent guidance on how users, clients, and allies connect, collaborate, and contribute to the continuous development and well-being of our educational institution.

Through this manual, we seek to:

### **Facilitate Communication:**

- Define effective communication channels for each group of stakeholders.
- Establish clear and accessible formats that encourage mutual understanding.
- Promote Active Participation:
- Identify opportunities and events in which stakeholders can engage meaningfully.
- Promote participation in projects, events, and activities that contribute to the holistic growth of the educational community.

### **Build Strong Relationships:**

- Establish policies that foster the building of positive and collaborative relationships among all members of the educational community.
- Recognize and value the contributions of each stakeholder to the development and success of the institution.
- Adapt to Changes and Continuously Improve:
- Provide a flexible framework that adapts to evolutions in educational dynamics and the changing needs of stakeholders.
- Facilitate feedback and periodic evaluation to enhance the effectiveness of communication and participation strategies.

### **Strengthen Institutional Image and Perception:**

- Ensure that all interactions and communications reflect the values and mission of the institution.
- Build a united and positive educational community that is reflected in the external perception of the institution.



This manual serves as an essential tool for all involved, providing clear guidance on how to contribute to and benefit from a vibrant and collaborative educational community. By following these policies and procedures, we aspire to cultivate an environment where active participation and open communication are fundamental to the success and continuous development of our educational institution.

## **2. Scope**

The scope of this Stakeholder Engagement Policy Manual encompasses all members and stakeholders of the educational community. This includes, but is not limited to, students, parents, teaching and administrative staff, alumni, institutional allies, collaborating companies, educational entities, and local, national, and international governmental authorities that interact with our educational institution.

The manual was designed to provide a comprehensive and consistent guide that directs participation and effective communication among all stakeholders. It seeks to establish a solid foundation for interactions within and outside the institution, ensuring that all stakeholders are informed, involved, and aligned with the values and goals of the educational institution.

### **Audience:**

The primary audience of this manual includes, but is not limited to:

#### **Students:**

- To understand how they can actively participate in school events, projects, and activities, and how they can access relevant information.

#### **Parents and Guardians:**

- To know the available communication channels, understand how they can participate in their children's education, and stay informed about key events and decisions.

#### **Teaching and Administrative Staff:**

- To understand their roles and responsibilities in facilitating stakeholder participation, as well as to receive guidance on effective communication and collaboration strategies.



### **Alumni:**

- To understand how they can continue to participate in and contribute to the educational community after completing their studies.

### **Institutional Allies:**

- To understand the policies and expectations related to collaboration, joint events, and shared projects.

### **Educational Entities and Government Authorities:**

- To understand how they can collaborate with the educational institution, participate in common projects, and comply with educational regulations and standards.

### **Companies and Collaborating Organizations:**

- To understand how they can contribute to the growth and development of the educational institution.

This manual is designed to be an informative tool and guide for all those who wish to understand, participate in, and positively contribute to the educational community. The information provided is intended to be clear, accessible, and relevant to each stakeholder group.

## **3. Users**

### **3.1 Nido Students**

- **Communication Channel:** Parents' email, WhatsApp groups.
- **Communication Formats:** Announcements, videos, animations, and infographics.
- **Type of Communication:** Indirect communication through parents or guardians

Involvement: Participation in PBL projects, school events (Mother's Day, Father's Day, fall festival, Christmas shows), social interaction through community service.

### **3.2 Pre-Primary Students**

- **Communication Channel:** Parents' email, WhatsApp groups.
- **Communication Formats:** Announcements, videos, animations, and infographics.



- **Type of Communication:** Strategic.
- **Involvement:** Participation in extension schools, school events, special projects, academic trips.

### 3.3 Elementary Students

- **Communication Channel:** Parents' email, WhatsApp groups.
- **Communication Formats:** Announcements, videos, animations, and infographics.
- **Type of Communication:** Strategic.
- **Involvement:** Participation in extension schools, elective courses, school events, academic excursions, honor roll ceremony, and student council.

### 3.4 Middle/High School Students

#### 3.4.1 Middle School (7 - 9)

- **Communication Channels:** Email, word of mouth, social media.
- **Communication Formats:** Announcements, videos, animations, and infographics.
- **Type of Communication:** Multichannel.
- **Involvement:** Participation in extension schools, academic competitions, Model United Nations, sports teams, student clubs, school events, and artistic productions.
- **Engagement with the School:** Strengthening the connection between students and the school, active participation in school events and activities, positive promotion of institutional perception.

#### 3.4.2 High School (10 - 12)

- **Communication Channels:** Email, word of mouth, social media.
- **Communication Formats:** Announcements, videos, animations, and infographics.
- **Type of Communication:** Multichannel.
- **Involvement:** Participation in extension schools, school events, and extracurricular activities.
- **Engagement with the School:** Contribution to the positive perception of the school, participation in key events, positive influence on the educational community.

This section provides a detailed overview of communication channels, formats, and levels of participation for each user group. Understanding the needs and expectations of students at different stages is crucial for promoting meaningful participation in the educational community.



## 4. External Clients

### 4.1.1 Family Members

- **Category:** Latent.
- **Communication Channel:** Social media.
- **Communication Formats:** Videos and photographs.
- **Type of Communication:** Informal and digital.
- **Engagement:** Participation in school events, following the institution on social media, interaction during school events.

### 4.1.2 Friends

- **Category:** Latent.
- **Communication Channel:** Social media.
- **Communication Formats:** Videos and photographs.
- **Type of Communication:** Informal and digital.
- **Engagement:** Participation in school events, following the institution on social media, interaction during school events.

### 4.1.3 Parents

- **Category:** Promoters.
- **Communication Channels:** Social media, email, academic management system, WhatsApp, meetings.
- **Communication Formats:** Announcements, videos, and informational flyers.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in the Parent Council, school events, distribution of newsletters.

### 4.1.4 Alumni

- **Category:** Promoters.
- **Communication Channels:** Social media, email, special events.
- **Communication Formats:** Announcements, videos, and informational flyers.
- **Type of Communication:** Relational.
- **Engagement:** Participation in alumni reunion events, collaboration in talks and activities.

## 4.2 Internal Clients

### 4.2.1 Teachers

- **Category:** Promoters.
- **Communication Channels:** Social media, email, meetings, academic management system.





- **Communication Formats:** Announcements, presentations, videos.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in professional development meetings, collaboration in school events.

#### 4.2.2 Administrative Staff

- **Category:** Promoters.
- **Communication Channels:** Social media, email, meetings.
- **Communication Formats:** Announcements, presentations, videos.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in coordination meetings, collaboration in school events.

#### 4.2.3 Principals

- **Category:** Promoters.
- **Communication Channels:** Social media, email, meetings.
- **Communication Formats:** Announcements, presentations, videos.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in institutional development meetings, leadership in key events.

This section provides a detailed overview of communication channels, formats, and levels of participation for each group of internal and external clients. Understanding their needs and expectations is essential for fostering effective collaboration and strengthening relationships in the educational community.

## 5. Allies

### 5.1 Educational Institutions

#### 5.1.1 Local Universities

##### Universidad del Norte

- **Entity:** Advocates.
- **Category:** Local.
- **Communication Channels:** Social media, email, phone calls.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Institutional.
- **Engagement:** Collaboration in academic information exchange, research projects, and student exchange programs.

##### Universidad del Rosario



- **Entity:** Advocates.
- **Category:** Local.
- **Communication Channels:** Social media, email, phone calls.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Institutional.
- **Engagement:** Collaboration in academic information exchange, research projects, and student exchange programs.

### **Antonio Nariño University**

- **Entity:** Advocates.
- **Category:** Local.
- **Communication Channels:** Social media, email, phone calls.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Institutional.
- **Engagement:** Collaboration in academic information exchange, research projects, and student exchange programs.

### **Universidad de la Sabana de Bogotá**

- **Entity:** Advocates.
- **Category:** Local.
- **Communication Channels:** Social media, email, phone calls.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Institutional.
- **Engagement:** Collaboration in academic information exchange, research projects, and student exchange programs.

## **5.1.2 International Universities**

### **Defenders University**

- **Entity:** Advocates.
- **Category:** International.
- **Communication Channels:** Social media, email, phone calls.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Institutional.
- **Engagement:** Collaboration in academic information exchange, research projects, and student exchange programs.

## **5.1.3 Cogna Schools**

### **Karl C. Parrish School (Barranquilla)**

- **Entity:** Advocates.
- **Category:** Local.



- **Communication Channels:** Social media, email, phone calls, meetings.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in school events, collaboration in educational projects.

### **Marymount School**

- **Entity:** Advocates.
- **Category:** Local.
- **Communication Channels:** Social media, email, phone calls, meetings.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in school events, collaboration in educational projects.

### **Jorge Washington School (Cartagena)**

- **Entity:** Advocates.
- **Category:** Local.
- **Communication Channels:** Social media, email, phone calls, meetings.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in school events, collaboration in educational projects.

### **New Granada School**

- **Entity:** Advocates.
- **Category:** National.
- **Communication Channels:** Social media, email, phone calls, meetings.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in school events, collaboration in educational projects.

## **4.1.4 STEM/STEAM Schools**

### **Steam Skills Center - PreSchool**

- **Entity:** Advocates.
- **Category:** Local.
- **Communication Channels:** Social media, email, phone calls, meetings.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in school events, collaboration in educational projects.



### **Colombian Hebrew School (Bogotá)**

- **Entity:** Advocates.
- **Category:** National.
- **Communication Channels:** Social media, email, phone calls, meetings.
- **Communication Formats:** Institutional announcements.
- **Type of Communication:** Strategic.
- **Engagement:** Participation in school events, collaboration in educational projects.

This section provides details about allied educational institutions, their categories, communication channels, and the type of communication established with our school. Collaboration with these institutions strengthens our educational bonds and promotes the exchange of knowledge and resources.

## **6. Analysis of Engagement with the School**

### **6.1 Users**

#### **6.1.1 Nursery Students**

**Engagement:**

Nursery students actively participate in PBL projects, an educational methodology that fosters learning through problem-solving. Additionally, their involvement in school events such as Mother's Day and Father's Day allows them to express their creativity and share special moments with their families. Social interaction through community service provides them with the opportunity to contribute to the well-being of the community.

#### **6.1.2 Pre-Primary Students**

**Engagement:**

Pre-Primary students integrate into extension schools, where they explore areas beyond the regular curriculum. Their participation in school events and special projects enables them to develop social and creative skills. Academic trips enrich their educational experience by providing learning opportunities outside the classroom.

#### **6.1.3 Elementary Students**

**Engagement:** Elementary students participate in extension schools, where they have the opportunity to explore specific interests and develop additional skills. In addition to school events and academic excursions, their participation in the



Student Council and honor roll ceremony fosters a sense of responsibility and academic achievement.

## **6.1.4 Middle/High School Students**

### **6.1.4.1 Middle School (7 - 9)**

#### **Engagement:**

Middle school students actively participate in extension schools and academic competitions that stimulate their intellectual interest. Their participation in Model United Nations, sports teams, and student clubs promotes leadership and teamwork skills. Participation in school events and artistic productions strengthens the emotional connection with the institution.

- **Engagement with the School:**

In addition to their participation in school events and activities, middle school students positively contribute to the institutional perception through their representation in various areas, from academic to artistic.

### **6.1.4.2 High School (10 - 12)**

#### **Engagement:**

High school students participate in extension schools and school events. Although their academic workload is more demanding, their involvement in extracurricular activities provides opportunities to explore their interests and abilities beyond the classroom.

#### **Engagement with the School:**

Their positive contribution to institutional perception is manifested through their participation in key events and their positive influence on the educational community.

## **6.2 Clients**

### **6.2.1 Family Members**

#### **Engagement:**

Family members actively participate in school events, where they can witness the progress and achievements of their loved ones. Their follow-up on social media allows them to stay connected and share meaningful moments during school events.

### **6.2.2 Friends**

#### **Engagement:**



Although their participation is more indirect, friends show interest and support by participating in school events and following the institution on social media. Their presence at these events contributes to the sense of community.

### 6.2.3 Parents

#### **Engagement:**

Parents participate in the Parent Council, where they have the opportunity to contribute to strategic decisions and collaborate closely with the institution. Their participation in school events and the distribution of newsletters strengthens communication and connection with their children's education.

### 6.2.4 Alumni

#### **Engagement:**

Alumni participate in reunion events, where they share experiences and contribute to talks and activities. Their active participation contributes to maintaining ties and strengthening the alumni network.

## 6.3 Allies

### 6.3.1 Educational Institutions

#### 6.3.1.1 Local Universities

##### **University of the North**

- **Engagement:** Collaboration with the University of the North involves the exchange of academic information, joint research projects, and student exchange programs. Participation in school events and educational projects reinforces this connection.
- **Engagement with the School:** The university actively engages in school events and collaborates on educational projects, contributing to the enrichment of the educational experience.
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This detailed analysis highlights how each group engages with the school, from participating in school events to contributing to strategic decisions. Understanding the nature and level of engagement is essential for adapting communication strategies and fostering meaningful participation in the educational community.