Celtic English Academy

Feedback Policy and Procedure

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Purpose
We value our student, staff and other stakeholder views and the Academy has a variety of formal and informal means to gather, record, evaluate and respond to feedback.

This policy document sets out the ways in which students, staff and other stakeholders are able to voice views and opinions about their experience of Celtic English Academy.

It specifies the procedure by which the feedback should be obtained and what should be done with the feedback once gathered.

It also emphasises the need to value the feedback, and for timely action to be taken in response to valid issues and justifiable concerns raised through feedback mechanisms and describes how this can be done.

It is the policy of the academy to collect feedback using as anonymous a process as possible in order to ensure that results are valid and reliable.

Responsibilities
This section details the responsibilities of all staff, and of particular groups, in collecting, communicating and acting upon feedback within the Academy:

A. Senior Management (Directors, CEO, or equivalent)
- To ensure all feedback channels are running effectively and efficiently to ensure all feedback is acted upon in order for timely action to be taken.
- To deal with complaints promptly, fairly and with respect to English UK guidelines.

B. Managers (Department Managers, line managers or equivalent)
- To ensure all feedback is recorded, saved, actioned and reviewed.

C. All staff
- To take responsibility for listening to, recording and communicating feedback and in particular complaints, to their line manager within 24 hours.
- To refer students to the appropriate manager for their complaint.

D. Named staff
The following named staff have responsibilities documented within this policy:
- **CEO** – Shoko Doherty
- **Director of Studies (DoS)** – Helen Lunney
- **Assistant Director of Studies (ADoS)** - Louise Ellis
- **Head of Operations** – Sondrine Sharland
- **Operations Manager** – Marta Abellan
- **Student Services Officer** – Chloe Evans
- **Head of Marketing & Sales** – Maria Rivero
- **Student Housing Coordinator** – Alice Harper
- **Student Housing Coordinator** – Claire Garcia
- **Administrator** – Karen Worthey

Categories of Feedback
There are three main categories of feedback within the Academy; student feedback, stakeholder feedback and staff feedback.

A. Student Feedback

Student feedback incorporates all aspects of the student experience. This includes their course, transfers, first day impression, homestay or residence placement, social activities and student support.

There are three primary methods of collecting student feedback:

1. **Initial feedback**
   - Initial feedback is mostly informal and verbal, with some written feedback. During their first week students are invited to the school's cafeteria for a complementary drink and a chat on Friday at 12 midday after lessons finish. This is led by the Student Services Officer or a similar Assistant level. The purpose is to create a relaxed and friendly environment for the students to share their initial feedback. The staff member gathers feedback whilst directing conversation around set topics and answering questions and takes notes**.** After the session, the conducting staff saves the notes on the Drive and individual issues to follow up on are also communicated to the specific staff, e.g. Accommodation. Students are also asked in writing on their first day about their journey to Cardiff and their accommodation.

2. **Mid-term feedback**
   Mid-term feedback is for any student who studies with us longer than 6 weeks. Mid-term feedback is formal, submitted electronically and asks more detailed questions about the student's experience at the Academy. Students can rate our services (for example, their course book, teacher, homestay provider) and write comments about aspects of their stay (for example, what did they think of Cardiff as a city).

3. **End of course feedback**
   End of course feedback is formal, submitted electronically and asks more detailed questions about the student's experience at the Academy. Students can rate our services (for example, their course book, teacher, homestay provider) and write comments about aspects of their stay (for example, what did they think of Cardiff as a city).

Secondary methods of collecting student feedback include:

4. **Groups feedback (closed groups, Junior Ministay Groups and Teacher Development)**
   Paper forms are given to groups and their group leader:
   1. On arrival to capture initial feedback on accommodation, transfer and first day experience.
   2. On departure to capture end of course feedback which asks more detailed questions about the student's experience at the Academy. Students can rate our services (for example, their course book, teacher, homestay provider) and write comments about aspects of their stay (for example, what did they think of Cardiff as a city).
   3. Teachers will also be able to provide feedback about their school placement days, if relevant.

   Student feedback forms are tailored to young learners and to teachers by using a graded level of English and some specific questions.

5. **Google and Facebook reviews**
   Past, present or future students are able to leave reviews on Celtic English Academy Google or Facebook social media pages at any time. Reviews are monitored by the CEO, the Operations Manager and the Head of Marketing & Sales and replies are given and action followed up.

B. Stakeholder Feedback

Celtic seeks feedback from key stakeholders once a year. Stakeholders are asked to complete an online questionnaire using Google forms which asks them about their experience of working with us and any suggestions for improvement.

We currently request feedback from the following stakeholders:

- Homestay providers
- Residence providers (Cardiff and Monmouth)

Additionally, we request agent feedback after the departure of every group.

C. Staff Feedback

Celtic values the diversity of its workforce, and the range of views and opinions it contains. We are committed to continuing to create and streamline more effective channels for staff to feedback to senior management.

The following initiatives are informal and formal opportunities for this to happen at various frequencies throughout the year:

- Listening lunches (monthly)
- Employee Survey (annually)
- INSET (monthly)
- Focus groups with management, teachers and junior staff (biannual)
- Team Celtic Shoutouts channel on Slack

Celtic is a family run business that operates an ‘open door policy’ with regards to accessing time with senior management. The CEO will always make time for any member of staff who needs to speak with them urgently about a concern. The monthly board meeting also has a space for Directors to review staff suggestions and feedback.

Procedure

The procedure as below outlines the stages of the feedback loop for each category of feedback and who is responsible for each stage:

1) Ask customers
2) Store results
3) Analyse results
4) Communicate results
5) Act on results
6) Check that action is effective
7) Make permanent changes to improve service

Urgent complaints
Urgent complaints are those that have the ability to cause reputational damage to the Academy or a member of staff if not resolved immediately.

In this instance, and if received under any category of feedback, they should be raised immediately to the Head Operations in person or by phone. If they are not able to be reached, the feedback should be raised to the DOS.

A. Student Feedback

1. Initial feedback

- Initial feedback will take the form of informal questions during student weekly feedback drinks every Friday at 12pm. New starters are welcome to come to this event during week 1 or week 2 of their course. An automated email is sent to the students 3 days after the first day of service to remind them.
- The Student Services Officer will offer a complimentary drink to each student and ask the questions in the feedback drinks questionnaire to facilitate discussion, and record notes.
- A summary of initial feedback is saved on the Drive.
- The Officer conducting the drinks should record any complaints into the Complaints project on Asana with a time set for review and should inform the manager of any assigned complaints by email.
- In the following week, a follow up email will be sent to any students who missed the first week drinks by the Student Services Officer using the template email on Fidelo which re-invites them to the next drinks and reminds them who to contact if they have any concerns.
- As part of the enrolment process, students are also asked in writing how their journey to Cardiff was and how is their accommodation.
- Department leads should review the effectiveness of their action with the customer and make further action as necessary until all reasonable action has been taken to get a result that is satisfactory to all parties. If this is not possible, the student should be referred to complaint's procedure.
- Any positive feedback can be shared in the Inter-departmental meeting (IDM) as appropriate or sent through the Team Celtic Shoutouts channel on Slack.

2. Mid term feedback

- Teachers share a QR code with students to complete a Google Form Questionnaire
- The DOS saves the spreadsheet of responses on the Google Drive
- The DOS and Operations Manager are responsible for recording any complaints associated with their department on Asana, with a time set for review.
- The DOS and Operations Manager will record all other constructive comments and create a 'wish list' of action, which can be reviewed in the IDM and Board Meeting.
- Department leads should review the effectiveness of their action with the customers and take further action as necessary until all reasonable action has been taken to get a result that is satisfactory to all parties.
- If this is not possible, the student should be referred to the complaints procedure.

3. **End of course feedback**
   - An automated template email from Fidelo is sent 4 days prior to the last day of service directing the departing students to the Fidelo end of course feedback questionnaire embedded on our website.
   - Teachers will remind students about the questionnaire when they hand their students their certificates on Friday.
   - The Operations Manager will use the Fidelo Students->Feedback list to access the end of course feedback responses by selecting the appropriate time period and choosing “answered ‘yes’” from the drop down. Individual feedback for a given student can be obtained by highlighting the student’s name and clicking ‘results’.
   - The Operations Manager will share the report by email with the CEO, DOS and all managers.
   - The Operations Manager will save the report in the Student Feedback folder on the Drive.
   - The Operations Manager will record any complaints on the Complaints project on Asana and assign them to the relevant staff member.
   - The relevant staff member will respond to the complaints.
   - The Operations Manager will record all other constructive comments and create a ‘wish list’ of action which can be reviewed in the monthly IDM and Board Meeting.

4. **Groups feedback (closed groups and Teacher Development)**
   - Initial feedback
     - The Head of Operations will collect initial paper-based feedback from the students and the group leader on the first day.
     - The staff member collecting the feedback should record any complaints into the Complaints project on Asana with a time set for review.
     - The staff member should scan and share the feedback with the relevant department managers.
     - The staff member should save the feedback to the Student Feedback folder in the Drive.
     - The Head of Operations will record all other constructive comments and create a ‘wish list’ of action, which can be reviewed in the monthly IDM and Board Meeting.

   - End of course feedback
     - The Head of Operations will collect end-of-course paper-based feedback from the students and the group leader during their farewell party.
     - The end of course questionnaire is tailored to whether the group is young learners or adults.
     - The DOS organises the collection of the end of course questionnaire from Teacher Development groups.
     - The Head of Operations should record any complaints from young learners or adult groups into the Complaints project on Asana with a time set for review.
     - The DOS should record any complaints from Teacher Development groups into the Complaints project on Asana with a time set for review.
     - The Head of Operations should scan and save the feedback in the Student Feedback folder.
     - The Head of Operations will record all other constructive comments and create a ‘wish list’ of action, which can be reviewed in the monthly IDM and Board Meeting.

5. **Junior Ministay Groups**
   - On the penultimate day, ADoS ensures the feedback slides are put in the group folder and ask teachers to do feedback in the 2nd lesson on the last day before giving out certificates
   - ADoS analyses and collates feedback onto PowerPoint and sends it to teachers, Activity Coordinator and DoS.
   - ADoS retains PowerPoint in the group folder and adds a PDF version to a separate folder which is shared with the Sales team for their reference.

6. **Google & Facebook reviews**
   - Reviews are monitored by the CEO, Operations Manager and Head of Marketing & Sales and written replies are provided for each review.
   - Some students are contacted directly, in person or by telephone or email if the nature of their reviews are critical or further action is required to address any concern or present situation. It is recommended to follow up offline in these cases.
   - Critical reviews from present students are recorded in the complaints project on Asana and followed up with the relevant staff member to address the complaint.
   - Operations department staff encourage all weekly leaving students to leave Google or Facebook reviews and students are actively encouraged to give their feedback online.
   - The Head of Marketing & Sales oversee the tone of voice and style of replies to online reviews, to protect the organisation brand and reputation.
   - 5* reviews are shared and celebrated across the teams.

B. Stakeholder Feedback

- Homestay providers
  - The Student Housing Coordinators will arrange a few informal gatherings a year for Homestay providers to meet up with other Homestay providers and Celtic staff. This will be a way for them to provide feedback to us.
  - The Student Housing Coordinators will share the results with the CEO, the Head of Operations and the Operations Manager.
  - Informal feedback is also collected by WhatsApp, follow-up phone calls and home visits by the Student Housing Coordinators throughout the year.

- Residence providers (Cardiff and Monmouth)
  - Feedback will be collected in person, by phone or by email throughout the year.
  - The Student Housing Coordinators will share the feedback with the CEO, the Head of Operations and the Operations Manager.

C. Staff Feedback

Celtic values the diversity of its workforce, and the range of views and opinions it contains. We are committed to continuing to create and streamline more effective channels for staff to feedback to senior management.

The following initiatives are formal opportunities for this to happen at various frequencies throughout the year:

- AGM (annually)

- Each employee is asked for two things they would like to see change or improve over the next 12 months
- The Administrator will scan/collate all feedback and save it to the Staff Feedback -> AGM folder
- The Administrator will create a list of actions which can be reviewed by the CEO and Board, at the next meeting.
- The Administrator will assign action as appropriate using Asana.
- Progress on actions will be shared in the following AGM by the CEO.

- Employee Forum (quarterly)
  - The employee forum is a self-elected group of staff. The forum is made up of two administrative staff, two teaching staff and a member of the Sustainability group.
  - The Administrator chairs the meeting and takes minutes.
  - Should any feedback be requested through the forum or given by the forum informally, it will be communicated to all managers during the next monthly IDM.

- Listening lunch (monthly)
  - The CEO invites 1-2 members of staff to a listening lunch each month. This is on a rotational basis, though staff may be prioritised at the CEO's discretion if deemed necessary. Staff are also able to request a listening lunch with the CEO.
  - The listening lunch is an informal chat over lunch and an opportunity for staff to discuss anything or nothing and is as much as a relationship builder as a chance for staff to air any concerns or ask any questions with senior management.

- Academic INSET Feedback (monthly)
  - After each INSET teachers complete a reflective questionnaire on Google Forms via a QR code
  - The DOS reviews comments each month
  - The feedback helps inform future INSETs
  - The DoS follows up with individual teachers if there is a need.

- INSET days (termly)
  - An informal opportunity for verbal feedback for teaching staff.
  - INSET minutes will be the record of any feedback collected.
  - The ADOS should set actions as necessary.

- Tutorials (bi-termly)
  - After mid and end of term tests, teachers conduct tutorials which include Safeguarding and Welfare checks.
  - Teachers raise any concerns to the appropriate SG lead.
  - Concerns raised are acted upon in accordance with SG procedures.

- Focus groups with management, teachers and junior staff (biannual)
  - 1-1.5 hour long focus groups for staff to air concerns or suggestions with the CEO and DOS. The Administrator take minutes.
  - Set questions are asked to each group.
  - Actions are collated by the Administrator and recorded on Asana.
  - Minutes and proposed actions are sent out to each focus group.

- Annual Appraisals

- Staff are asked to comment on their Line Manager and what they would like them to *'stop' start' 'continue'*
- Feedback and comments are discussed in the appraisal and outcomes of the discussion are noted on the appraisal form.

Celtic is a family run business that operates an 'open door policy' with regards to accessing time with senior management. The CEO will always make time for any member of staff who needs to speak with them urgently about a concern.