As Special Educational Needs Coordinators (SENCOs), our role goes far beyond supporting individual students; we are key drivers in creating an inclusive, supportive, and thriving school community. One highly effective yet often overlooked tool that can help SENCOs achieve this goal is a **regular celebration newsletter**. Here’s why creating and sharing this type of newsletter can be a powerful asset, both for your school and for your role as a SENCO.

**Recognising and Celebrating Student Achievements**

A celebration newsletter provides the perfect platform to recognise the progress and successes of students with Special Educational Needs and/or Disabilities (SEND). These achievements—whether academic, social, or emotional—deserve to be highlighted, not only to celebrate the students themselves but also to inspire other students, staff, and families. Sharing positive stories can build confidence in students with SEND, while reinforcing the importance of perseverance and effort.

Recognising even small milestones can make a significant difference to students’ motivation and self-esteem. It shows that their hard work, and that of the staff supporting them, is valued by the entire school community.

**Strengthening Home-School Relationships**

For parents and caregivers, particularly those of SEND students, feeling connected to the school’s SEND provision is vital. A regular newsletter keeps parents and caregivers informed and involved, creating a sense of partnership. When parents see their child’s achievements and the school’s efforts to support them being recognised publicly, it strengthens trust and reinforces positive relationships.

Celebration newsletters also offer a space to share upcoming events, such as parent workshops or support groups, further enhancing the sense of community and collaboration between school and home.

**Promoting Inclusive Practice Across the School**

One of the biggest challenges SENCOs face is nurturing a whole-school approach to inclusion. By regularly showcasing SEND success stories, a newsletter helps to raise awareness of SEND-related issues and promotes a positive, inclusive culture within the school. Highlighting effective strategies, interventions, and examples of excellent practice demonstrates to staff that inclusive teaching is achievable and beneficial for all students.

This can also boost staff morale, especially those directly involved in supporting SEND students, as their hard work is publicly acknowledged and appreciated. Celebrating success creates a ripple effect, encouraging other teachers and support staff to adopt inclusive practices in their areas of the school.

**Reflecting on Progress and Identifying Future Goals**

Creating a newsletter also offers SENCOs the opportunity to reflect on the school’s progress in supporting students with SEND. It encourages regular review and documentation of successes, which can inform future planning and professional development. In addition, highlighting areas of success provides a natural space for recognising what’s working well, and identifying areas where more attention might be needed, whether in terms of resources, training, or interventions.

**Engaging External Stakeholders and Building Partnerships**

A regular celebration newsletter can also be shared with external stakeholders, including local authorities, SEND specialists, and support organisations. This not only promotes the great work happening in your school but can also lead to new partnerships and resources. When external partners see your commitment to celebrating SEND achievements, they are more likely to engage with your school and offer additional support.

**Highlighting the Role of the SENCO**

Finally, a celebration newsletter serves as a reminder of the critical role that SENCOs play in the success of students with SEND. It is an opportunity to showcase the impact of your work, communicate the effectiveness of SEND strategies, and highlight the support systems in place. By demonstrating the difference you and your team are making, you help ensure that SEND remains a priority in school leadership discussions.

**A Simple but Powerful Tool**

Writing a regular celebration newsletter is a simple but powerful way to recognise achievements, strengthen relationships, and promote inclusion in your school. It engenders a sense of pride among students, staff, and families, while also raising the profile of SEND work across the school community and beyond. By sharing your successes and celebrating progress, you build a supportive, inclusive environment where every child has the opportunity to succeed.

For SENCOs, this isn’t just a newsletter—it’s a tool to create lasting change and maintain a community that truly values every individual.