



Roadmap COMMUNICATION

If the district develops and maintains positive, collaborative relationships with all stakeholders, then support for Kelso School District will be strengthened and lead to increased support for district initiatives and education programs.

Goals	IMPLEMENTATION MEASURES	IMPACT MEASURES
Engage with Kelso community using a variety of media to maximize awareness and support of the district's mission, vision, goals, and programs	<p>Continue regular engagement via <i>Hilander Highlights</i>, <i>Family Connection</i>, Chamber newsletter, and ThoughtExchange surveys</p> <p>Maintain and update information on district websites</p> <p>Maintain proactive media relations</p> <p>Use social media channels to provide timely and relevant information</p>	<p>Access to timely and relevant communication for targeted audiences</p> <p>Appearance of positive news stories in the media monthly</p> <p>Passage of levies and bonds</p>
Enhance an effective staff and student communication plan to improve internal communication and staff and student engagement	<p>Communicate strategic goals and solicit staff and student voice:</p> <ul style="list-style-type: none"> • <i>Inside Connection</i> for all staff • Safe Schools Emergency documents • 100% posters, Grad Rate posters, Class of posters • Timely district department updates for all staff • ThoughtExchanges, Listening Tours, surveys 	<p>Staff and students know district mission, vision, goals, and progress</p> <p>Staff and students are valued, connected, and honored</p> <p>Staff and student yearly recognition and appreciation campaigns</p>
Achieve coordinated communications with local, regional, and state agencies for safety preparedness and crisis management	<p>Enhance key communicator network connections among regional leaders</p> <p>Build and maintain partnerships with local business and community leaders</p> <p>Develop and standardize key safety preparedness and crisis communication protocols and documents</p>	<p>Aligned messages among key communicators in the community, particularly in regard to crisis management</p> <p>Increased community and regional partnerships</p> <p>Increased confidence in district safety preparedness and crisis management from staff, students, families, and key community leaders</p>