



NORTHERN CASS COMMUNICATION PLAN

Northern Cass School District's comprehensive communication plan ensures two-way communication strategies with all stakeholders. The plan will be transparent and inform all stakeholders of district decisions and activities.

School District Communication to Stakeholders

Type of Communication	Timeline:	WEBSITE	FACEBOOK INSTAGRAM	EMAIL	PHONE CALL	TEXT MESSAGE
Emergency Announcements	As Needed					
Late Start, Early Dismissal, Closure	As Needed					
District Newsletter	Monthly					
Dr. Steiner's Weekly Memo	Weekly					
School Celebrations	Ongoing					
PK-5 Educator to Family Communication	As Needed					
6-12 Educator to Family Communication	As Needed					
School-Wide Flyers	Ongoing					
Forms & Documents	Annually & Ongoing					
School & Activity Calendars	Ongoing					
Learner Handbooks	Annually					

NOTE: This Communication Plan matrix is a guide. Every effort will be made to adhere to it; however, circumstance may dictate deviation.

Activities Communication

Type of Communication	Purpose	Timeline	Audience	Person Responsible for Communication
School Webpage: Activities	Central repository of Activities information: general activities information, individual activity websites.	Ongoing	Learners, Parents, Educators, Community	AD, Webmaster, Coaches & Advisors
Forms & Documents	Participation forms required by NDHSAA. On Activities website page.	Ongoing	Learners, Parents, Coaches & Advisors	Activities Director & Webmaster
Activities Handbook	Expectations for all learner participants. On Activities website page.	Annually	Learners, Parents, Coaches & Advisors	Activities Director & Administration
Remind App	Keep learners and parents updated practice or game communication.	Ongoing	Learners & Parents	Coaches & Advisors
rSchool Today & Live Feed	Game schedules and schedule changes. On website live feed. rSchool also available as an app.	Ongoing	Learners & Parents	Activities Director
Twitter: @jags_ad	Celebrating Jaguar Activities and sharing schedule and activity information updates - as a back up.	Ongoing	Learners, Parents, Community	Activities Director
Your Live Event	YouTube livestream Varsity Athletic home events. Link found on school website under Quick Links.	As Needed	Community	AD & Tech Director
Jags Online	Livestream concerts and school events. Link found on school website homepage.	As Needed	Community	AD & Tech Director

Educator/School to Learner/Parent Communication

Type of Communication	Purpose	Timeline	Audience	Person Responsible for Communication
Back to School Night	Introduce parents and learners to educators and a new school year.	Annually Before Start of School Year	Learners, Parents, Educators & Administration	Administration & Webmaster
Parent-Educator Conferences	Individual meetings to discuss learner progress, academic growth & concerns.	Biannually & As Needed	Learners, Parents, Educators & Administration	Educators & Administration
Learner Progress Report & Report Cards	Communicate academic growth to parents and learners.	Quarterly (MS/HS) Trimester (Elem)	Learners & Parents	Educators
SeeSaw App (PK-2) Empower (3-12)	Keep learners and parents updated on academic progress.	Ongoing	Learners & Parents	Educators
Gmail Accounts	Communicate and respond to parent and patron questions and concerns.	Checked Daily; Response w/in 24 hr.	Learners & All Staff Educators	All Staff Educators
School Facebook & Instagram Pages	Sharing newsworthy events and information.	As Needed	Learners, Parents, Educators, Community	School Staff Assigned by Admin
School Webpage	Central repository of vital school information.	Ongoing	Learners, Parents, Educators, Community	Webmaster
Eligibility Report	Regarding Academic/Habits of Work eligibility for activity participation.	Weekly on Mondays	Learners & Parents	Activities Director, Dean of Learner
Daily Announcements	Providing daily updates to learners and patrons.	Daily	Learners & Educators	School Staff Assigned by Admin
School Newsletters	Announcements and reminders of important dates and information.	Monthly	Learners & Parents	School Staff Assigned by Admin
School Marquee Sign	Reflects upcoming events.	Ongoing	Learners, Parents, Staff, Community	School Staff Assigned by Admin
AlertNow	Mass call, text, and email system to notify parents of school events.	As Needed	Parents	Administration & Webmaster
School Board Website	Record of school board members, minutes, agendas, and school policy.	Ongoing	Learners, Parents, Staff, Community	Business Manager
School Board Meeting Summaries	Summary of major decision points from school board meetings.	Monthly	Learners, Parents, Staff, Community	Business Manager

Administration/Educator/Support Staff Internal Communication

Type of Communication	Purpose	Timeline	Audience	Person Responsible for Communication
Gmail Accounts	To communicate between staff	Checked Daily	All Admin, Educators, Support Staff	All Admin, Educators, Staff
Weekly Calendar	Announcements and reminders of important dates, expectations, info	Weekly	Educators & Staff	Staff Assigned by Administration
Staff Handbook	Communicates updates of policies and procedures relevant to staff.	Annually	Educators & Support Staff	Administration
Staff Advisory Council	Forum for feedback to support, advocate, & cultivate staff community.	Monthly	Educators	Administration
Faculty Meetings	Open communication with staff regarding news updates, professional development, and school calendar	Monthly	Educators	Administration
PLC Meetings	Professional Learning Community teams meet to discuss curriculum issues/concerns and learner data	Weekly	Classroom Educators	Administration & Educators

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