

Hope School

District Communication

Plan

20152016

Guidelines for building and maintaining relationships within our school community and the public it serves

Goal: Improve and increase communication internally and externally

Objectives:

- Establish procedures for communicating within the schools and with the entire community including student success and state milestones.
- Increase accurate, pertinent information about Hope Public Schools.
- Improve cohesion among and within the individual campuses.
- Provide effective and consistent two-way communication with all stakeholders.

Audience:

- Families (parents, guardians, students)
- School employees (administration, faculty, support staff)
- Community leaders
- Media (newspaper, radio, television, cable news channel, web, social media)
- Stakeholders

District Philosophy:

Mission: World Class Students, World Class Learning, World Class Citizens

Vision:

Hope Public School District is a place where:

- Students are welcomed warmly by school staff each day.
- Learning begins promptly through quality routines and procedures.
- High expectations in class are evidenced by visible signs of excellence in student work and highly motivated staff.
- Student learning takes place in a safe environment created by quality facilities.
- Student learning takes place in an environment that is risk-free, caring, and encouraging.
- Students feel open to learn new ideas and ways of examining the world.
- Students are immersed in rich learning environments with multiple resources such as new technology, a variety of course offerings, quality instructional materials, and a highly qualified staff.
- Learning is fun and exciting.

Desired Behaviors of Stakeholders

Families (parents, guardians, students)

- Students and family members will participate on school committees and work with school personnel to improve our schools.
- Families will contribute to two-way communication efforts with the school.
- Families will share their talents, knowledge, and other expertise in the schools.

School employees (administration, faculty, support staff)

- Administration will increase internal communication so employees are informed before the community about school-related events and details.
- Supervisors will recognize accomplishments and improvements of employees in an appropriate and timely manner.
- Employees will utilize the chain of command to address concerns.
- All employees will work together to create a working environment that recognizes the value of all personnel.
- School personnel will initiate and encourage two-way communication with other stakeholders and use the results to improve our schools.

Community leaders

- Community leaders will work with school personnel and families to prepare students for life after graduation.
- Community leaders will participate on school committees and work with school personnel to improve our school and community.
- Community leaders will share their knowledge, experience, and suggestions with the schools.

Media

- Digital media will work with the school on reporting pertinent information accurately and in a timely manner.
- Print media will publish required material according to the state's guidelines.

Stakeholders

- Stakeholders will stay informed about Hope School District and will show support by volunteering, participating in local elections, and sharing their concerns about issues.

Communication strategies and tactics:

The administration will:

- Use email, the staff only section of the school website, and/or faculty meetings as needed to inform employees of pending issues, recent decisions, and upcoming events before such information is shared with the public. *The administration at all levels should strive for no less than weekly updates.*
- Attend and participate in community meetings and events to share school news.
- Continue to seek promotional opportunities throughout the media.
- Use email, school newsletters, the school website, and/or other approved methods to inform families of school news.
- Participate in and assist other school personnel in initiating and encouraging two-way communications with parents and other stakeholders. Possible options include email that encourages replies, phone calls, surveys and discussion boards, public forums, and family-centered meetings.
- Work together to plan parent/community events in an effort to ease burdens on families. For example, reports to the public, other parent meetings, and paperwork tasked related to Open House scheduled as district events.
- Empower a staff member at each site to serve as a communication liaison. The liaison can send media releases and event coverage directly to the media.
- Insure that all employees receive annual training on school and district policies including crisis plans, the technology plan, the communication plan, and health and

safety instruction.

- Will insure that all communications are available in English and Spanish. Administrators will use a unified system translating print documents and providing translators at all family meetings.

The faculty will:

- Regularly check email, the school calendar, the staff only section of the school website and employee boards and mailboxes.
- Initiate and encourage two-way communication with students and their families using available means.
- Be aware of their students' home language and send correspondence to families in an appropriate language
- Keep contact information and staff profiles current. Employees with classroom or club pages on the school website should update them regularly.
- Maintain accurate records' including attendance in the school's grading software. Updates should be made regularly.
- Inform campus liaison of student and staff achievements, projects of interest and upcoming events. Notice regarding events should be given in advance, so proper coverage can be provided.
- Show support by attending a variety of school events when possible.

Assigned personnel will post school board minutes (district treasurer) and school board meeting agenda (superintendent's secretary) along with personnel policy minutes (PPC secretary) on the designated web pages once they are approved. As indicated in the personnel policies, building representative also will post PPC minutes on employee bulletin boards in a timely manner.

Staff will:

- Regularly check email, the school calendar, the staff only section of the school website and employee boards and mailboxes.
- Keep contact information and staff profiles current. Employees with pages on the school website should update them regularly and remove outdated material.
- Inform the campus liaison of students and staff achievements, projects of interest and upcoming events. Notice regarding events should be given in advance, so proper coverage can be provided.
- Follow the chain of command and grievance policies as outlined in the personnel policies manual.
- Show support by attending a variety of school events when possible.

Family members will:

- Regularly check their student's attendance and academic progress using available resources such as the online grading software.
- Communicate regularly with the school (teachers (s), counselor, administrator, or other qualified personnel) so children's needs can be addressed promptly.
- Attend school events and meetings when possible.
- Know student grade level requirements and graduation requirements.
- Periodically visit the school's website, if possible, to obtain school news and participate in discussions and surveys.
- Serve as a volunteer or participate on a committee when possible to improve the school experience.

- Inform the school about ideas that would increase parental involvement.
- Set aside time and space for homework and support family learning through everyday activities.
- Make sure student is well rested, well fed, and healthy.
- Ensure student attends school daily and arrives on time.
- Have a positive attitude about learning; talk and listen to student about school.
- Stay informed about remediation requirements for high stakes testing and ensure student attends prescribed activities.

Students will:

- Attend school regularly and arrive on time.
- Make sure announcements and documentation sent to parents/families are received.
- Serve on committees and participate in surveys or discussion boards in an effort to improve the school.
- Stay informed about school requirements and one's own progress.
- Assist with methods of keeping the student body informed about school and community events.
- Get involved in school and/or community activities to increase one's educational experience and opportunities for continued success.
- Ask questions for clarification if needed.

Evaluation:

This plan will be reviewed annually to determine what methods and goals have been successful and which need to be modified. The plan will be posted on the school's website, so all stakeholders have access to it.