Washougal School District 112-06

Policy Type: Executive Responsibilities 12  (Communication with the Public)

Board Review/Approval Date: October 21, 2014

Responsibility:
The Superintendent will establish and maintain effective links with community support groups and key communicators to ensure they are kept informed and to help assure that they are predisposed to provide support within the community on critical district issues including bond and levy needs.

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<th>Therefore, the Superintendent will:</th>
<th>Evidence Requested/Presented</th>
<th>Board Notes</th>
<th>In Compliance</th>
<th>Not in Compliance</th>
<th>Follow-up Review Date</th>
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<td>Accept input from community members.</td>
<td>Partners for Schools (PS) key communicators group with weekly communications about current topics. The weekly format encourages two-way communication between key communicators and the district. CTE Advisory Committee meets 4 times per year and involves 6-10 business leaders plus current and former students. School Based Board Meetings allow community and parent input in a familiar setting. Jodi Thomas is helping plan for additional meetings with Real Estate professionals. “Realtor card” informational handouts provided. Bond informational meetings to be held with face-to-face interaction with</td>
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the superintendent. Superintendent will be meeting with staff, parent and community groups to help with the informational campaign about the bond, and connecting the project with the district’s vision, mission, and goals work generated through the Strategic Planning process as well as the Long Range Facilities Planning Group.

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<th>Prepare and publish an annual progress report to the public that includes the following items:</th>
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<td>a. Student performance data indicating student progress toward accomplishing the Board’s Ends policies</td>
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<td>b. Information about school district strategies, programs and operations intended to accomplish the Board’s Ends policies</td>
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<tr>
<td>c. Revenues, expenditures, and costs of major programs and elements of district operations</td>
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| Annual Report to the Community will be published in Spring 2015 and available to parents, staff and patrons. As this document is prepared, each school will have presented their School Improvement Plan at a public board meeting, communicating student performance data, building strategies, and program and operations designed to reach the Board’s Ends. |

| Budget information posted on District website. The Business Manager will be providing the Board with information regarding the revenue and expenditures for the following programs: Community Education, Special Education, Pre-School, Athletics, Theater, ELL, Excelsior, Vocational Education, Skills Center, and Running Start. |

| Annual Report to the Community will be published in Spring 2015 and available to parents, staff and patrons. As this document is prepared, each school will have presented their School Improvement Plan at a public board meeting, communicating student performance data, building strategies, and program and operations designed to reach the Board’s Ends. |

| X |
| Maintain a flow of communication and newsworthy information about the district to parents and patrons | Key communicators’ “PS” messages sent out weekly. Electronic “Did you know” messages sent to internal staff audience to build communications within the staff.

Press releases to Camas-Post record and The Columbian; communication with reporters, reaching out to different venues and audiences via non-traditional media channels, with targeted press releases regarding school district programs and operations including teacher achievements, students in the community, and special activities.

Weekly meeting and frequent contact with Jodi Thomas and Rene’ Carroll, part-time Public Information Coordinators, and Les Brown.

Student activity calendar linked from District website

“Community Connections” Patron Newsletter: Fall 2013 and Winter, Spring and Summer 2014

Continuously updated website

- Facebook (with more than 1,050 “likes”) with updates at least 2-3 times per week, daily when sufficient stories are available.
- Twitter updates at least once per week
- Website with 11,000 unique visits per month | X |
Chamber of Commerce
Camas/Washougal Speech January 2015

Flash Alert parent notification system used for news releases, school closures, late starts and snow route information.

Rotary participation and support of Fifth Grade Girls’ and Boys’ Programs, Dictionary Project, Backpack project

April 2014 event for the 100 Year commencement at WHS, which helped to get positive messages about district out successes to a broader audience.

September 2013 ribbon cutting for the replacement of the WHS Turf and the re-opening of the newly refinished Gym floor, with community members invited.

Be visible and accessible to the public

Superintendent’s systematic attendance at student performances and extra curricular activities.

Superintendent’s post cards and notes to district staff and students.

Superintendent’s weekly visits to schools and classrooms – with positive notes left for each visited teacher.

Superintendent takes phone calls and drop-in visits by patrons and parents
when available, or schedules meetings as requested by parents and patrons.

Superintendent’s greeting on the WSD website and column in the patron newsletter inviting the public to contact her with questions or concerns.

Superintendent authoring editorials for the Post Record on topics of regional concern.

**Interpretation:**

The Board of Directors is invested in assuring that the parents and patrons of the Washougal community are kept informed regarding what is going on in the school district. The superintendent is to oversee communications to assure that student achievement results, student and staff accomplishments, the district’s financial condition, student programs and activities, the work of the School Board, key District initiatives, and committee work are all shared with the community. The Board also wants to assure that community patrons can easily and openly communicate with the district and with the Directors. The District is to create and maintain an open culture that provides for the unguarded sharing of information and the open encouragement of input and involvement from parents and community members. The Board views the superintendent as a key communicator for the District and sets the expectation that the superintendent oversee and participate in a robust communication plan to keep the region, community, and District staff informed regarding the work of the District. The superintendent is also to be present in the District and in the community, available to staff and patrons in support of open communication and to make a clear statement that the superintendent cares deeply about what is going on in the District and the community on behalf of the students, parents, and staff.
Strategic Communications Plan for ESD 112 Services


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GOALS:

• To recognize outstanding staff, students and programs and celebrate district success stories.
• To keep audiences informed about district events, issues and decisions.
• To communicate that WSD students are well-rounded and have opportunities for academic achievement, as well as the arts, community service and career exploration.
• To encourage and enhance communication, understanding, trust and mutual support between the district and the community.
• To keep district patrons informed about district activities, especially those that align with community priorities identified through visioning process.
• To increase community pride in Washougal School District.
• To increase media coverage of Washougal School District.
• To communicate to our public that the Washougal School District is aware of and cares about what is important to our community.
• To continue to engage with a key communicators network.

TARGET AUDIENCES: Staff, parents, district patrons, and community members

COMMUNICATIONS CHANNELS:

• Electronic—email, web, blog, social media, Flashalert/Flashnews, robo calls.
• Paper/written—Patron newsletter, school newsletters, postcards, backpack communications.
• News media—Post-Record, Columbian, Rivertalk, Our Kids, WSSDA newsletter, and more.
• Stakeholders—Partners for Schools, other targeted groups, such as realtors.

INTERNAL COMMUNICATIONS:

• Weekly “Did You Know” email communication sent to all staff on timely, relevant topics.
• Teaching and Learning newsletter send from Curriculum Director 2-3 times per year to staff.
• Tap into staff for story ideas to spread the word about district programs. Continue to encourage staff to share good news stories, classroom projects, etc.
• Include staff in communications that are distributed to the media and community.
• Staff Appreciation materials. Coordinate recognition events in the spring, including notepad, pin or other item, teacher appreciation poster sponsored by CCU, and plaques for retirees.
EXTERNAL COMMUNICATIONS

• Media Relations Management
  Ongoing news releases, relationship building with education reporters, crisis support.

• District Newsletter production
  Develop quarterly patron newsletters, including coordination of writing, layout, photography, editing, design, and pre-press management.

• Web site editing
  Assist district tech staff with updating some web site content as needed.

• Report to the Community
  Design, writing, and production of annual district community report.

• Good News Blog
  Add good news stories about students and staff as appropriate.

• Partners for Schools Key Communicators group
  Maintain Key Communicators network to foster two-way communications with key district stakeholders, including weekly emails and events as needed.

• Social media administration
  Continue to communicate good news and key information through Facebook and Twitter.

• Electronic photo frame
  Submit photos for electronic photo frame at District Office, Discovery Dental and City Hall. Potentially collaborate with other local businesses to install a digital photo frame where community members can view photos of the great things happening in Washougal schools.

• Brochures and Other Materials
  -Develop/update Preschool materials (brochure, notecards, handbook)
  -Develop/update Highly Capable brochure
  -Update Highly Capable web site as needed
  -Work with curriculum director to continue Teaching and Learning newsletter.
  -Good news card featuring highlights from each school.
  -District staff phone directory.
  -WHS Graduation program.
  -Coordination of branded materials—Coordinate and order staff business cards, district letterhead and envelopes.

• Outreach to local realtors
  -Update realtor card and schedule superintendent’s meetings with local realtor groups.

• Special communications (bond election)
  Communicate work and recommendations of facilities committee. Potential for development of factual bond materials as needed.