

Washougal School District 112-6

Executive Responsibilities 12 – Communications with the Public

Board Review/Approval Date: October 8, 2019

The Superintendent shall be responsible for communicating with the community and staff to ensure they are kept informed about critical district issues			
Superintendent Will:	Evidence Requested	Board Notes	In Compliance
Develop and maintain an open two-way dialog with district stakeholders including: a. parents and students b. business, education, and civic groups c. real estate professionals d. district staff	<ul style="list-style-type: none"> • Facebook & website updates on weekly basis • Regular dialogue with stakeholders “Coffee with Mary and Renae” at school sites and in community • Regular outreach to civic, education, and business leaders • Attend staff meetings and share information on important topics, publish weekly Message from Mary to all staff with recap of activities • Produce and publish video content featuring leadership to social media & website 		X
Prepare and publish timely and newsworthy information about the district that includes: a. prepare a quarterly newsletter with annual report data that includes student performance, district goals and strategies, and district budget information b. press releases to local and regional media	<ul style="list-style-type: none"> • Quarterly newsletters mailed to all Washougal residents and posted to website including annual progress information • District budget information is published to the district website, including ASB information • District stories are published in media, Facebook, Twitter, and showcased in the board room news clippings display 		X
Be visible and accessible in the schools and community, including: a. visit classrooms and schools on a regular basis to gain insight on curricular initiatives and challenges b. regular attendance at school performances and extra-curricular activities c. maintain a presence at community events d. open door policy for patrons, parents, and staff	<ul style="list-style-type: none"> • Overview of classroom visits, community events, and school functions shared with board during superintendent's report • Take telephone calls, respond to email, and drop-in visits by patrons, parents, and staff • Attend athletic and extra-curricular program activities throughout the school year • Participate in Rotary, Chamber of Commerce, WSF, Community Chest, and CWEDA meetings 		X