

Washougal School District 112-6

Executive Responsibilities 12 – Communications with the Public

Board Review/Approval Date: October 12, 2021

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