

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

Board Review/Approval Date: September 24, 2013

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.

Therefore, the Superintendent will:	Evidence Requested/Presented	Board Notes	In Compliance	Not in Compliance	Follow-up Review Date
Accept input from community members.	<p>Partners for Schools (PS) key communicators group established, with weekly communications about current topics. Initial planning for another face to face has started, with a likely focus on the M&O and Technology Levy renewal. The group encourages two-way communication between key communicators and the district.</p> <p>CTE Advisory Committee meets 4 times per year and involves 6-10 business leaders plus current and former students.</p> <p>School Based Board Meetings allow community and parent input in a familiar setting.</p> <p>Jodi Thomas is helping plan for additional meetings with Real Estate professionals. "Realtor card"</p>		X		

	<p>informational handouts provided.</p> <p>M&O and Tech Levy renewal meetings to be held with face-to-face interaction with the superintendent. Superintendent will be meeting with staff, parent and community groups to help with the informational campaign about the levy renewal, and connecting the revenue the levy generates with the district's vision, mission, and goals work generated through the Strategic Planning process.</p>				
<p>Prepare and publish an annual progress report to the public that includes the following items:</p> <ul style="list-style-type: none"> a. Student performance data indicating student progress toward accomplishing the Board's Ends policies b. Information about school district strategies, programs and operations intended to accomplish the Board's Ends policies c. Revenues, expenditures, and costs of major programs and elements of district operations 	<p>Annual Report to the Community will be published in Spring 2014 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.</p> <p>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.</p>		X		

<p>Maintain a flow of communication and newsworthy information about the district to parents and patrons</p>	<p>Key communicators' "PS" messages sent out weekly. Electronic "Did you know" messages sent to internal staff audience to build communications within the staff.</p> <p>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.</p> <p>Weekly meeting and frequent contact with Jodi Thomas and Rene' Carroll, part-time Public Information Coordinators, and Les Brown.</p> <p>Student activity calendar linked from District website</p> <p>"Community Connections" Patron Newsletter: Fall 2013 and Winter, Spring and Summer 2014</p> <p>"Good News" postcards, mailed to each household in district</p> <p>Continuously updated website</p> <ul style="list-style-type: none"> Facebook (with more than 750 "likes") with updates at least 2-3 times per week, daily when sufficient stories are available. Twitter updates at least once per week 		<p>X</p>		
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	<p>Chamber of Commerce Camas/Washougal Speech January 2014</p> <p>Flash Alert parent notification system used for news releases, school closures, late starts and snow route information.</p> <p>Rotary participation and support of Fifth Grade Girls' and Boys' Programs, Dictionary Project, Backpack project</p>				
Be visible and accessible to the public	<p>Superintendent's systematic attendance at student performances and extra curricular activities.</p> <p>Superintendent's posted cards and notes to district staff and students.</p> <p>Superintendent's monthly visits to schools and classrooms – with positive notes left for each visited teacher.</p> <p>Superintendent takes phone calls and drop-in visits by patrons and parents when available, or schedules meetings as requested by parents and patrons.</p> <p>Superintendent's greeting on the WSD website and column in the patron newsletter inviting the public to contact her with questions or concerns.</p>		X		

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

~ Washougal School District 2013-2014 ~

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2013-2014 Overview

GOALS / OBJECTIVE(S):

INTERNAL

TARGET AUDIENCES: Staff and students

- To support the superintendent's teaching and learning goals and work surrounding professional learning communities by communicating the hard work staff are doing and how its impacting teaching and learning across Washougal School District.
- To keep staff informed about district events, issues and decisions.
- To recognize outstanding staff and promote district success stories.
- To communicate that WSD students are well-rounded and not only have opportunities for academic achievement, but also in the areas of the arts as well as community service and career exploration.

EXTERNAL

TARGET AUDIENCES: Parents, district patrons, and community members

- To encourage and enhance communication, understanding, trust and mutual support between the district and the community.
- To keep the public informed about district activities, especially around items 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.

COMMUNICATIONS CHANNELS:

- Electronic—email, web, social media, Flashalert/Flashnews.
- Paper/written—Patron newsletter, school newsletters and other backpack communications.
- Traditional media—News media.
- Stakeholders—Partners for Schools, other targeted groups, such as realtors.

OVERALL COMMUNICATIONS:

- Development and implementation of districtwide communications plan.
- Development of Washougal School District communications calendar.

INTERNAL COMMUNICATIONS:

- Weekly “Did You Know” email communication sent to all staff on timely, relevant topics.
- Tap into staff for story ideas to spread the word about district programs. René and Jodi visited buildings to give staff guidelines about what is newsworthy and how to go about promoting school activities or programs.
- Include staff in communications that are distributed to the media and community. For example, send an email link of news releases and patron newsletter to staff.
- Staff Appreciation materials. Coordinate recognition events in the spring, including personalized notepads and a teacher appreciation poster to coincide with classified and certificated appreciation weeks.

Staff Appreciation	Who?	When?	How?
Personalized notepads for staff	Jodi	Spring	Distributed by building
Teacher Poster	Jodi	Spring	Printed and distributed to schools and businesses
Retirement plaque/frame	Jodi	Upon employee retirement	As needed

ANNUAL PROJECTS

- District staff phone directory.
- WHS Graduation program.
- Coordination of branded materials—Coordinate and order staff business cards, district letterhead and envelopes.
- Communication about district’s levy

Annual Projects	Who?	When?
Phone Directory for Staff	Jodi	Fall 2013
Graduation program	Jodi	Spring 2014
Manage printing of business cards, letterhead, envelopes	Jodi	Ongoing
Prepare and distribute factual information about levy	Team	Fall 2013- February 2014

EXTERNAL COMMUNICATIONS

- **Media Relations Management**

As with prior years, ESD112 will assist Washougal School District with media relations. This assistance includes both crisis and non-crisis involvement including development of talking points, press release creation and distribution, as well as on-going support.

- **Washougal School District Newsletter**

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

Newsletter	Who?	When?	How?
Fall Issue	Jodi	October	Paper, Pdf on web
Winter	Jodi	February	Paper, Pdf on web
Spring	Jodi	April	Paper, Pdf on web
Summer	Jodi	June	Paper, Pdf on web

- **Washougal School District Web site**

Assist district tech staff with updating some web site content.

- **District 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.

- **Social media**

Maintain a presence on social networking sites such as Facebook and Twitter.

- **Electronic photo frame**

Maintain collection of photos for electronic photo frame at District Office 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 Printed Materials**

- Develop/update Preschool materials (brochure, notecards, handbook)
- Develop/update Highly Capable brochure
- Work with curriculum director to continue Teaching and Learning newsletter.
- Marketing card for realtors.
- Good news card featuring highlights from each school.

Ongoing projects	Who?	When?	How?
Web maintenance (news items)	Les/Jodi	Ongoing	Web
District Performance Report	Jodi	Fall 2013	Paper (small run), PDF on web, notify patrons in newsletter
Good News Blog	Jodi / Les	Ongoing	Web
Partners for Schools	Team	Weekly messages, periodic meetings	Weekly email, face to face meetings 3-4 times per year
District presence on Facebook, Twitter	Jodi / Les	Ongoing	Facebook, Twitter
Electronic photo frame	Les-Team	Ongoing	Update photos on regular basis, possibly address other businesses
Preschool communications	Jodi, Rene, and Lisa Young	Ongoing	Printed handbook, note cards, brochure, poster, media relations
Highly Capable brochure	Jodi and David	September	Printed, online
Teaching and Learning newsletter	Jodi and David	Fall 2013	Distributed to staff electronically
Card for realtors	Jodi	Review Fall 2013	Distribute at monthly realtor meeting
Good News card	Team	Review Fall 2013	Distribute at community meetings as needed