

Washougal School District 112-6

Executive Responsibilities 12 – Communications with the Public

Board Review Date: November 14, 2023

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"> ● Create planned dialog opportunities with stakeholders, superintendent roundtable, board listening tour, Budget “Road Shows” at school sites and in community ● Facebook & website updates on weekly basis ● Student Advisory Groups at the High School and student representatives to the board ● ParentSquare communications for emerging issues ● Parent Square updates and newsletters, featuring good news and helpful information in weekly format ● Outreach to boosters, civic, and business leaders ● 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 ● Prepare informational materials for the levy including print, video, images, and press releases ● District stories are published in media, Facebook, Instagram, YouTube, and on website 		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	<ul style="list-style-type: none"> ● Overview of site visits, community events, and school functions shared with board during superintendent's report ● Take telephone calls, respond to email, and drop-in visits by community members, parents, and staff 		X

<p>b. regular attendance at school performances and extra-curricular activities</p> <p>c. maintain a presence at community events</p> <p>d. open door policy for patrons, parents, and staff</p>	<ul style="list-style-type: none"> ● Attend athletic and extracurricular activities and student performances throughout the school year ● Participate in Rotary, Chamber of Commerce, WSF, and Community Chest meetings ● Be visible and accessible to the community via shopping at local business/stores, participating in community events like the Stride Run and ReFuel Washougal. 		
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