Washougal School District 112-6
Executive Responsibilities 12 – Communications with the Public
Board Review Date: October 13, 2026

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	• Support planned dialog opportunities with stakeholders, board listening tour, levy messages at school sites and in community • Facebook & website updates on weekly basis, with special emphasis on levy communications in early 2026 • Student Advisory Groups at the High School and student representatives to the board • ParentSquare communications for emergency and routine communications • ParentSquare updates and newsletters, featuring good news and helpful information in bi-weekly format • Outreach to boosters, civic, and business leaders • Publish bi-weekly staff message with appreciation, news, and opportunities to connect		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	• Semi-annual newsletters mailed to all Washougal residents and posted to website including annual progress information, plus district-wide mailer for levy • District budget information is published to the district website, including ASB information • Highlight informational materials focused on levy accomplishments including print, video, images, and press releases • District stories are published in media, Facebook, Instagram, and on website • Share releases and story ideas with regional and statewide publications like Our Future Our Schools • Write nominations for local, regional, and statewide staff recognitions		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	● 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 ● Attend athletic and extracurricular activities and student performances throughout the school year ● Participate in Rotary, Chamber of Commerce, WSF, Washougal Business Association and Community Chest meetings ● Be visible and accessible to the community via partnerships with Booster groups, attending activities & sporting events, and participating in community events like the Stride Run and ReFuel Washougal.		X