



## **Communication Plan**

Committee Members:

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## **Overview**

The Communications Plan is designed to engage the entire community in the educational agenda. This process includes identifying opportunities to deliver messages through an approach that is proactive, timely, positive, consistent, multi-faceted, coherent and allows opportunities for the community to respond.

Our goal is to:

- Improve internal and external communication systems
- Promote open, two-way communication between the school board, administration, staff, parents, students, and KRSD community
- Communicate a unified message at all times
- Communicate district goals and objectives
- Generate engagement with the Kearsarge Regional School District
- Increase awareness about the impact of a KRSD education
- Ensure clear and succinct messaging directed at specific audiences

This plan is informed by the District Mission, Vision, Core Beliefs and Values as well as Section K of the KRSD Policies as posted on [www.kearsarge.org](http://www.kearsarge.org) notably the policy on School, Family, and Community Partnerships (KA), and the policy on Public Relations (KBCA). In addition, insights from household surveys and inputs from target audiences will continue to be collected, evaluated, and incorporated where appropriate.

The plan primarily addresses communication with two audiences: *internal* and *external*:

- Internal Audiences:
  - District/School
    - School Board
    - Administration
    - Faculty
    - Staff
  - Students
- External Audiences
  - Parents/Household of Student
  - Community-at-Large (includes all seven towns of the district):
    - Examples of Community-at-Large include: Parent Organization; Key Communicators (Directors of Community Centers/Organizations/Parks & Recreation Programs/Youth Sports Organizations/Others); Business Community; Elected Officials; Elected State and Federal Legislators; Community & Civic Groups; Education-school districts and local colleges

and universities; Private Schools (including after-school programs);  
Municipal Budget Committee.

The Assistant Superintendent will oversee and manage SAU community relations, publications, marketing, and provide leadership on all comprehensive communication services and strategies for the district under the direct supervision of the Superintendent. Building-level communications will follow procedures and protocols set forth in this plan.

Four questions should guide the advancement of communication in the district:

- What will be the message?
- Who has a right to speak on this communication?
- How will it be communicated?
- Who will receive/respond to the information?

### **Communication Methods**

The District will provide consistent messages by identifying and managing the various media types. The following list details the internal and external communication channels used by KRSD:

- **Printed Material**
  - Annual Report: District information for the annual Deliberative Session. Available at municipal offices, libraries, and the SAU.
  - “KRSD Newsletter”: Monthly (September-June) newsletter printed in local printed media.
  - Advertisements and news that features district-wide information.
  - Brochures: as needed to highlight district programs or provide general district information.
  - Notices: includes principal newsletters, classroom, and organizational information as well as forms that require a response.
- **Electronic Material**
  - Websites: District, school, teacher
  - Resource Pages: KRSD Mission Statement, Strategic Plans, Goals and Objectives, Board agendas/minutes, Public Notices, Event Calendars, Link to District newsletters, student newsletters, Balanced Scorecard, Curriculum documents
  - Text messaging
  - Rapid Alert System (Robo Calls)
  - Social Media
  - Email

- **Video**
  - Event Highlights
  - Features of District Programs
  - Internal Communications
  - Promotional Information about the District
  - Superintendent “State of the Schools”
  - Professional Development resources
  
- **Media Outlets**
  - Kearsarge Shopper
  - Intertown Record
  - Yankee Cable Network
  - Kearsarge.org
  - WNTK
  - Bulletin Boards
  - Community Organizations

**Goals:**

1. Clarify district flow of information
  - a. Distribute communications hierarchy to all staff showing workflow structure
  - b. Charts will include areas of staff responsibility for communication
  
2. Create a system to encourage flow of information from parents/community to the district
  - a. Encourage parents and community members to subscribe to digital communications
  - b. Conduct surveys at both district and site levels to provide feedback on flow of information
  - c. Maintain an “open door” policy to receive input
  - d. Use tools that will push information out on a regular basis
  - e. Utilize social media avenues to receive feedback from community
  
3. Provide ongoing training and support for effective communication
  - a. Ensure that professional development sessions address communication training
  - b. Subscribe to school communication publications and relay pertinent ideas and information to administrators
  - c. Provide administrators and key communicators with access to public relations materials and other easy to use communications tools
  
4. Provide periodic information on district-wide issues
  - a. Minutes from district meetings will be available in accordance with state statutes
  - b. Distribute publications and news releases to all employees via email and post on

- website
  - c. Issue short, bulleted fact sheets on issues of immediate concern
  - d. Create KRSD promotional materials such as informational brochures, newsletters, text messaging, and videos focusing on a student, staff member, program, school, department, etc.
5. Communicate with civic and community groups
- a. Include groups in notifications that will provide opportunities for them to sign up for digital subscriptions
  - b. Attend community meetings as needed to provide information
  - c. Provide district communications materials to key leaders
  - d. Develop partnerships with groups and businesses
  - e. Develop program for featuring district resources that may include tours of schools and facilities perhaps highlighting success in the district (i.e., athletics, co-curricular, performances, etc.)
  - f. Encourage participation in local service clubs
  - g. Host KRSD community meetings or forums when appropriate
  - h. Encourage school staff to utilize word of mouth to promote district news.

### **Measurement of District Communication Goals and Overall Communication Progress**

The evaluation of the effectiveness of district-wide communication can be accomplished in a number of ways, including but not limited to:

- Subject-specific surveys from staff, students, families, and the community
- Monitor public participation on committees, at school board meetings, events, etc.
- Monitor attendance at the annual deliberative session
- Monitor traffic to kearsarge.org and school website pages
- Implement and evaluate the use of social media
- Maintain a record of district coverage in newspapers and other media outlets

### **Resources**

The KRSD Communications Toolkit is an online resource that provides centralized access to Communications Tools: <https://sites.google.com/a/kearsarge.org/kearsarge-district/toolkit> .