

2015-2017 Communications Plan

Goal: *To engage all stakeholders in the continuing mission of SOMSD to prepare students for future success, by facilitating a high-quality, two-way system of communications that reaches stakeholders effectively and efficiently, and provides families with the tools that they need to be successful.*

Focus One: To respond promptly and reassuringly to safety crises and challenges.

- Manage communications for emergent issues as needed.
- Continually refine external emergency communications guidelines and materials.
- Keep log of emergency communications, including copies of all messages.
- Train staff on communications component of emergency management plans.

Focus Two: To foster understanding of and engagement in the major priorities undertaken by the Superintendent and the District to advance student achievement.

- Launch, promote and manage *Let's Talk!* interactive communications tool to answer questions, respond to concerns, and track trends.
- Manage all aspects of the Strategic Planning Process, including:
 - Host Education Summit to solicit community input into the future direction of SOMSD.
 - Coordinate the work of the Strategic Direction Committee and Action Planning teams
 - Design and implement ongoing communications – written materials and events – to promote involvement in and understanding of the process and the plan.
- Serve as co-chair of Action Planning Team to develop concrete steps to operationalize the strategy: *We will engage in robust, open, ongoing and transparent communications with all students, families, staff and community members to generate understanding, excitement, trust and support of our school community and its transformation.*
- Create clear and consistent messaging around the Access and Equity policy for both internal and external use.
- Schedule regular opportunities for the public to engage with the superintendent in community forums, town halls, and other events.
- Anticipated Additional Priorities for 2016-2017:
 - Maximize use of *Let's Talk!* to engage more families and students in interactive dialogues with the community and to incorporate push communications such as e-newsletters and to integrate social media.
 - Community engagement around action plans and final draft of strategic plan.
 - Implement specific action plans regarding communications.

Focus Three: To engage families in their students' education by providing accessible and digestible information about the curriculum and students' progress so that they can make informed decisions about opportunities and help their students be successful.

- Work with C&I Office to increase availability and accessibility of curriculum information.
- Develop/Standardize written communications involving academic placement and Access & Equity policy in conjunction with C&I Office.
- Strengthen messaging and engagement around key transition points (into K, Into 6, Into 9)
- Work with CIO and volunteers to create vision and solicit bidders for redesign of website.
- Issue periodic updates for families reminding on how to stay engaged, including how to access PowerSchool, School Messenger alerts, and updates from principals/PTAs/HSAs.

- Create feedback opportunities for families and students to provide input to the District.
- Anticipated Additional Priorities for 2016-2017:
 - Work with CIO and volunteers to completely redesign and rebuild website and create clear, sustainable plan for keeping it relevant and useful.
 - Go paperless for district calendar.
 - Expand use of social media in overall communications.
 - Work with Special Services Department to strengthen general communications, especially around transition points.

Focus Four: To work strategically with other departments and buildings to assure consistency of tone and messaging and total quality

- Work with buildings and departments to ensure that their communications with families have a consistent tone and user-friendly information.
- Anticipated Additional Priorities for 2016-2017:
 - Create procedures and templates for style, communications, school messenger alerts, and media relations across the district.

Focus Five: To enhance SOMSD's positive profile, increasing the community's trust and confidence in the district, through consistent and effective communication of initiatives and accomplishments.

- Disseminate timely and accurate information about key school-specific and district issues to all affected stakeholders.
- Work with school and department staff and with parents to collect stories of interest and share them with the community.
- Anticipated Additional Priorities for 2016-2017:
 - Utilize technical resources in the community to create branding initiative.
 - Develop PR campaigns for specific major district issues as they arise.