Summary of Recommendations

Short-Term to Mid-Term
Staffing: Continue the plan to move to a full-time communications coordinator to support the evolving communication and engagement needs of the school district.
Website: Integrate website news content with social media posts, photographs and video. Continue to balance district information with student and staff highlights and achievements. (Also incorporate student learning into communication about capital projects.)
Social Media: Consider a social media posting tool to assist with posting information to multiple sources. Share Instagram photos on Facebook to get more coverage as parents/users respond more to photos and videos.
School Messenger: Set up School Messenger to target communication to parents of specific student populations (grade level, language, special programs, etc.) via telephone, email and text.
Emergency Notification: Import staff information into School Messenger for immediate notification of school closures, if possible, to increase timeliness of communication.
District Apps(s): Develop an app that parents can download to their smart phones and access district news, student information, grades, records, online payments, etc. with a single sign-in.
Guidelines: Develop style sheets and guidelines for district publications, website and social media

Mid-Term to Long-Term
Community: Continue to expand district partnerships with community and identify administrators who will represent the district on boards, committees, etc.
Community Engagement: Continue opportunities to gather stakeholder feedback in the decision-making process.
Natural Leaders: Develop a strong Natural Leaders programs in schools to increase relationships, communication and support for non-English speaking families.
Ambassadors: Develop the ambassadors program to engage stakeholders and educate them on the district and function of the school board.
Translation: Continue to translate important district communication into Spanish and include translation box when not possible.

Long-Term
Internal Communications: Continue to strengthen internal communication with staff using existing communication channels.
Key Communicators: Continue to use school/building leaders and staff members as communicators and reinforce important news with messages directly from the superintendent. Develop PTA and parent key communicators either through Ambassador program or PTA partnerships.
Publications: Continue to ensure district publications are available in the community (e.g. libraries, Chamber, businesses). Consider mailing publications to community members—increasingly important for voters with no children in schools.
Website: Develop the district’s Intranet for internal web content and collaboration.