

Pulaski Academy & Central School District Communications Goals & Plan

working document

Communications Goals

- Be the **first** and **best source of information** about our school and education.
- Encourage **dialogue** that is informative, factual, thoughtful, and civil.
- Maintain and build **trust** in the school. Trust that we are ensuring children's safety, health, and happiness. Trust that we are committed to quality in teaching and operations.
- Promote **excitement** about education, scholarship, and our school.
- Communicate in a **human** way.

Communication Plan tools, audience, scope, channels, frequency

- Superintendent
 - BOE News & Notes (BOE)
 - District News & Notes (Staff)
 - Superintendent's Report (BOE, staff, community, parents)
 - Teaching & Learning
 - Operations & Finance
 - Educational Plan
 - Executive Team Meetings (administrators)
 - leadership Team Meetings (administrators, directors)
 - Management Team Meetings (office staff)
 - District Advisory Council (staff, administrators)
 - Administrative Walk-Throughs (Leadership Team)
 - District Website (BOE, staff, students, parents, community) Webmaster
 - Connect Page
 - Communication Goals
 - District Contact Information - who to contact for what and how
 - Notifications & Reminders Guidelines - when and how
 - News & Events Guidelines - where to find
 - Social Media Guidelines
 - District Newsletters (BOE, staff, students, parents, community)
 - Graduation
 - District Calendar
 - District Annual Report
 - District Programming Guide
 - Budget & Finance Newsletter
 - Superintendent Coffee Hour (parents, community)
 - Faculty Meeting Agendas (staff)
 - Email, phone calls & letters (staff, students, parents)
 - Briefing Memos - what we will do and why (staff)
 - Budget Presentations (BOE, staff, students, parents, community)
 - School Robocall Notifications - emergency (students, parents)

- Superintendent's Coffee Chats (community)
- Public Relations Specialist
 - District Newsletters (BOE, staff, students, parents, community)
 - District Calendar
 - District Annual Report
 - District Programming Guide
 - Budget & Finance Newsletter
 - Bi-weekly News Stories - online and paper copy (BOE, staff, students, parents, community)
 - Social Media (BOE, staff, students, parents, community)
- Principals
 - Daily Announcements (students, faculty, parents)
 - Elementary Assemblies (staff, parents, students)
 - MS/HS Assemblies (staff, parents, students)
 - Elementary, MS/HS Newsletters (parents)
 - Faculty Meeting Agendas (staff)
 - Email, phone calls & letters (staff, students, parents)
 - Grade-level & Department Meetings (staff)
 - Briefing Memos (staff)
 - District Website Content (BOE, staff, students, parents, community)
 - School Robocall Notifications - scheduled (parents)
 - Notifications to parents via SchoolTool
- Classroom Teacher
 - teacher websites (parents and students)
 - SchoolTool Parent Portal (parents and students)
 - weekly elementary classroom newsletter (parents and students)
 - Classroom and Course Academic Expectations/Syllabi (parents and students)
 - Grade-level & Department Meetings (staff)
 - Parent-Teacher Conferences (parents)
 - Email, phone calls & letters (parents, students, staff, administration)
 - Notifications to parents via SchoolTool
- Secretary Team
 - District Website (BOE, staff, students, parents, community)
 - Press Releases (community)
 - Email, phone calls & letters (parents, staff, administration)
 - Monthly Management Team Meetings (office staff)
 - Reviewing and editing outgoing correspondence (parents)