

# 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)
  - Management Team Meetings (administrators, directors, secretaries)
  - District Advisory Council (staff, administrators)
  - Administrative Walk-Throughs (Management 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 Secretary Team Meetings (administrative support team)
  - Reviewing and editing outgoing correspondence (parents)