

Stronger Together: Building Stability, Optimizing Resources, and Achieving Success

Connect

Vision: Provide trust by communicating openly, celebrating successes, and forming strong partnerships with the community based on shared goals and values.

THE DISTRICT WILL:

The district will foster transparent communication by establishing a communication committee to enhance digital platforms, develop clear messaging, and ensure stakeholders are informed of district initiatives.

The district will strengthen community partnerships by hosting regular forums, creating meaningful engagement opportunities with local organizations and businesses, and establishing a robust volunteer program to support district events and goals.

The district will celebrate and promote achievements by regularly showcasing the successes of students, staff, and the district through newsletters, social media, and local media outlets.

The district will enhance outreach efforts by utilizing a combination of traditional and modern communication tools, including surveys, printed materials, and events, to ensure accessibility for all community members.

SUCCESS INDICATORS:

A communication committee enhances digital platforms and ensures timely updates on district initiatives.

Partnerships with organizations and businesses, biannual forums, and a volunteer program engage 100 participants annually.

Achievements are showcased monthly through newsletters, social media, and quarterly local media features.

Communication preferences are surveyed annually, with quarterly newsletters and two in-person events reaching all stakeholders.

Objective 1: Develop clear, accessible, and timely communication channels to inform stakeholders about district goals, achievements, and initiatives.

Action Step	Lead	Outcomes/Measures	Timeline
Create a Communication Committee	Superintendent	Committee established with goals, meeting schedules, and assigned roles	Year 1
Launch a Communication Calendar of events and updates through digital and print channels.	Communication Committee	Published calendar shared via website, email, and mailed newsletters	Year 1
Implement a Feedback Mechanism	Communication Committee	Regularly collected feedback	Year 2
Enhance existing digital platforms (e.g., website, social media) and supplement with print materials to reach non-digital stakeholders.	Technology Department, Communication Committee	Use digital and traditional communication platforms; print materials distributed at key community locations.	Year 3, Year 4

Objective 2: Establish opportunities for collaboration with families, local organizations, and businesses to support district initiatives and student success.

Action Step	Lead	Outcomes/Measures	Timeline
Host Community Forums	Communication Committee	At least two community forums are held annually with participation and feedback.	Year 1
Develop Partnership Programs with Local Businesses	Superintendent and Director of Business	Partnership agreements with at least five local businesses.	Year 2
Establish Family Engagement Workshops	Director of Educational Services	At least two workshops per year, with positive feedback from attendees on the relevance and usefulness of content.	Year 3
Launch Volunteer Programs	Principals, PTA(s), Director of Educational Services	At least 100 volunteers engaged annually in school events.	Year 4

Objective 3: Create a platform highlighting student, staff, and district accomplishments.

Action Step	Lead	Outcomes/Measures	Timeline
Launch Monthly Achievement Highlights	Principals	Monthly updates are shared through newsletters, websites, and social media showcasing accomplishments.	Year 1
Highlight Achievements in Local Media	Superintendent	At least one major district achievement is featured in local media each quarter.	Year 2
Create a "Wall of Fame" for Distinguished Individuals	Wall of Fame Committee	Physical or digital display showcasing notable student, staff, and alumni achievements.	Year 3

Objective 4: Combine traditional and modern tools to engage all segments of the community, ensuring outreach reaches both technology-connected individuals and those who rely on non-digital communication.

Action Step	Lead	Outcomes/Measures	Timeline
Conduct a Communication Preferences Survey	Communication Committee	Survey completed with responses indicating preferred communication methods (digital and non-digital).	Year 1
Leverage Local Media (Newspapers, TV)	Superintendent	Monthly updates in local newspapers, and TV to reach non-digital stakeholders.	Year 1
Enhance Social Media Engagement	Superintendent, Principals Communication Committee	An active social media presence on platforms like Facebook leads to increased community engagement (likes, shares, comments).	Year 1
Host In-Person Town Hall Meetings	Communication Committee	At least two in-person town hall meetings per year	Year 2
Distribute Quarterly Connect District Newsletters	Communication Committee	Newsletters are sent in print to households and digitally via email and website to families.	Year 3
Create Printed Flyers and Posters for Local Businesses and Community Centers	Communication Committee	Flyers and posters displayed in key community areas (businesses, libraries, etc.) with district updates and event info.	Year 4