

**PROCEDURES FOR PUBLIC RELATIONS AND SCHOOL COMMUNICATIONS
SUPPORTS POLICY 9002**

Employee Communication Standard

To develop a standard set of communication expectations for employees to ensure that timely, meaningful and relevant communications are occurring to advance the mission of the district.

School Web-Presence Standard

AREA	CONTENT	PERSON RESPONSIBLE	UPDATE FREQUENCY
School/Home	Welcome/Announcements	Admin Assistant/ Webmaster	Weekly/As Needed
	Parent Links	Admin Assistant/ Webmaster	Annually/As Needed
	Calendar/Events	Admin Assistant/ Webmaster	Daily/As Needed
	Extras (Smart Box)	Admin Assistant/ Webmaster	As Needed
About Us	Contact Us	Admin Assistant/ Webmaster	Annually/As Needed
	Principal's Welcome Message	Principal	Annually/As needed
	Hours and Attendance	Admin Assistant/ Webmaster	Annually/As needed
	Forms and Information	Admin Assistant/ Webmaster	Annually/As Needed
Newsletters	Determined by School	Admin Assistant/ Webmaster	Site Based Decision
Academics	Grade Levels (Elem & MS)	DMTS	Annually/As Needed
	Dept or Teams (MS & HS)	DMTS	Annually/As Needed
	Scholarships, College Applications, Letters of Recommendation	School Counselors	As Needed
Media Center	Links to Databases Subscribed	Media Specialist	Annually/As Needed
Child Nutrition	Lunch Menu	Child Nutrition Manager	Monthly
Health	Website: Mental Health Crisis	Social Worker	As Needed

Teacher Web-Presence Standard

CONTENT	TOOL	UPDATE FREQUENCY
Teacher's Contact Information and Communication Expectations	Website	Annually/As Needed
Calendars/Announcements	Website/Grade Book	Weekly/As Needed
Schedule/Syllabus	Website	By School Term or Weekly
Homework Information	Website/Grade Book	Weekly/As Needed
Newsletters (Elementary)	Paper and/or Posted on Website &/or Emailed	Site Based Decision
Grades (Secondary)	PowerSchool	Site Based Decision

Phone Messages Received by Employees and Response to Messages

Employees with a district-assigned phone number will create a voicemail message. If the employee's position requires him or her to be away from the phone at certain times of the day, the employee will include:

- The times he or she is available by phone;
- A phone number for immediate assistance in the voicemail message;
- The employee will monitor voicemail messages on a daily basis and direct callers to another source if the employee is not monitoring the voicemail account during a period of absence; and
- The message should be professional and courteous.

Employees are expected to return or respond to calls of significance (e.g., colleagues, parents, students) within two (2) duty days and, in some unique circumstances, within three (3) duty days.

Teachers Response to Emails during the School Day

- Teachers will minimize responses during the instructional day and are encouraged to use their "Out of Office Assistant" stating:
"I am currently involved with my instructional responsibilities and will not be reviewing emails until after the school day;"
- Teachers should check emails at the beginning and end of each day;
- School administration will inform families that time-sensitive emails and calls should be directed to the school office; and
- Teachers will inform families of and post their communication expectations as it relates to responding to calls and emails in a timely manner, but no longer than 48 hours.

Employee Limitations of Email

- Employees are to keep email informational and directed only to the intended recipient;
- Email distribution lists are encouraged but intended for educational purposes only;

- Employees are not to solicit sales or services; and
- Emails to and from school employees regarding business matters may be considered “public record” and subject to disclosure to the media and the public.

Use of Email and Electronic Technologies

Employees shall follow Policy 6086 - Network and Internet Access for Staff.

Written Correspondence by Employees

Employees are expected to respond to written correspondence of significance (colleagues, parents, students) within two (2) days.

Monitoring of Communication Standards

The direct supervisor shall be responsible for monitoring employees' adherence to the standards. Failure to follow the standards may result in disciplinary action.