



EVANGELICAL
CHRISTIAN SCHOOL

COMMUNICATIONS

Evangelical Christian School communications strives to provide up-to-date information to our students and parents. Parents are encouraged to use the school website to regularly access information, and Google Calendars and PowerSchool for homework/tests as well as grades.

For specifics on teacher/parent communication or coach/parent communication, please see the ECS Handbooks as posted on the website campus home pages. Each level (Lower, Middle, and Upper) has a handbook that has been specifically written and designed to answer questions and assist parents with information on school policies and information that can be used on a daily basis.

GENERAL ECS COMMUNICATIONS

General school news is communicated through the EAGLE View (weekly email updates), the school website, general community emails, direct emails and weekly bulletins from campus offices, and communication from student to home.

To communicate information to the school community, please follow these steps:

Administrative approval of events/programs: Please coordinate with and gain approval for any event/program with the appropriate Administrator.

Parent/Teacher Fellowship: If the communication is related to the PTF, please gain approval from the PTF Chair and the administrator.

Website: Please contact Communications Support, to have an item posted on the school's website. Note that the website submissions are subject to approval and may be edited for clarity and grammatical accuracy.

Other communications: Contact the Director of Marketing, for information about any other means of communications.

COMMUNICATION OF NON-ECS RELATED INFORMATION

Requests to distribute information from outside school events will be considered on an individual basis. We desire to pass along information that our families would appreciate receiving. We generally will not include material advertising for-profit events and businesses.

APPROVAL OF SCHOOL-RELATED COMMUNICATION AND LOGO USE

Items incorporating the school name and/or school logo or communicating school-related information must be approved by ECS Marketing & Communications before production. This includes letters, flyers, notices, publications, T-shirts, spirit items sold for fund raising, Soaring Eagle merchandise and anything created by coaches, faculty, staff, parents or students with the ECS name or academic or athletic logo must be submitted for approval. This includes all ECS t-shirts and clothing items that have a logo or the school name or mascot name printed on it. Please contact the Director of Marketing for approval.

ECS WEBSITE STORY SUBMISSIONS

ECS Student Publicity

If you have a story or photo about a student you would like to be recognized, please send it to us! We are happy to highlight them on our website or social media, and/or submit stories to our local newspapers.

Please follow these simple guidelines when you have a photo or story for press submission: First coordinate with ECS Marketing and Communications when you have a press submission or story idea. We welcome your help, but we ask that you let us do the actual submission. You may email your photo or story to the Director of Marketing and copy Communications Support. PLEASE send high-resolution photos – these will reproduce clearer in printed publications.

Include a description of the student or event, answering the “Who, What, Where, When and Why” questions as well as the zip code of the student’s home in the description. We have access to contacts to our local newspapers and are happy to take care of the necessary terminology and details.

ECS LOGO USAGE

Contact the Director of Marketing about your project to gain approval for logo usage to ensure proper wording, titles, logo usage and correct Pantone colors before publication.

1. Check with your vendor to determine what file format is needed. (JPG, EPS, TIF vector art)
2. ECS Marketing & Communications will email the desired logo directly to the vendor.

ECS SOCIAL MEDIA

Please refer to the ECS Social Media Guidelines. It is vital that the ECS name/brand be protected. To submit information you would like included or to report incorrect postings on the ECS Facebook or ECS Alumni Facebook pages, ECS Twitter, or ECS Instagram, send to Communications Support and copy the Director of Marketing.

PRIMARY SOURCES OF COMMUNICATION WITH PARENTS AND COMMUNITY

1. Weekly bulletins from each campus. Teachers, coaches, staff, and anyone who creates or sponsors any event, game, practice, performance, etc. should convey details of that event to the campus admin. The weekly bulletins will be created on Thursday of each week so all information for any given week should be submitted no later than noon on Wednesdays.
2. Any type of email communication should first be submitted to the campus administration to determine the priority of the information to be sent. If it is determined that it should be sent, forward it to Communications Support for processing. Distribution of the information will be determined based on content, level of urgency, and recipients who need the information. In general, notifications should follow the process in #1.
3. EAGLE View will be the centralized means of sending out information each week. There will be a calendar of all-school events, an overview of the next week's activities and links to each campus for main information.
4. PowerSchool alerts (phone, email, and text) will be used for emergency type information such as school closings. Phone alerts will be used only rarely to encourage our community in areas such as fundraising, drama productions, and other major happenings.
5. Communications to alumni and donors or groups that include alumni and/or donors will be generated in MailChimp.
6. Social Media will be used to reinforce information or to post activities for the school community to view.
7. Apps may be encouraged for parent communications based on the discretion of the campus administration.