



Communications Plan 2020-2021

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Crisis communication, including weather and safety concerns, are detailed in the district and school emergency operation plans.

Mission

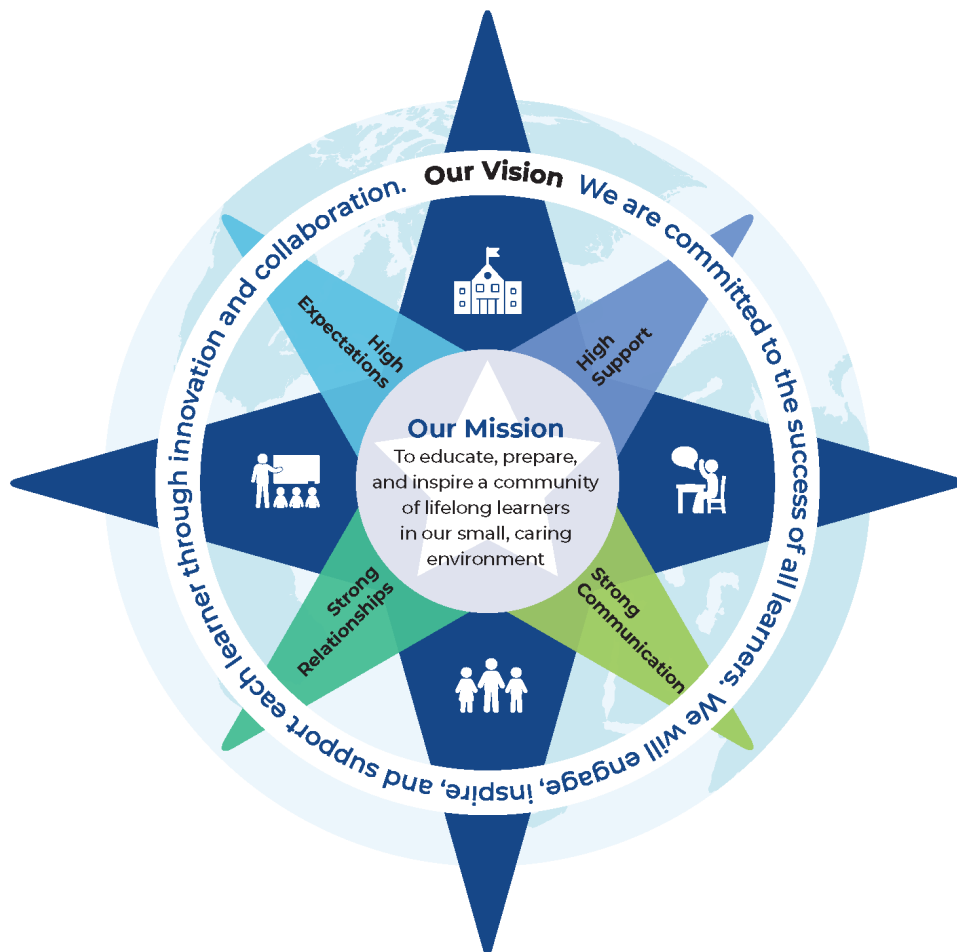
To educate, prepare and inspire a community of lifelong learners in our small, caring environment.

Vision

We are committed to the success of all learners. We will engage, inspire and support each learner through innovation and collaboration.

Strategic directions

We are guided by our strategic directions of high expectations matched with high support for students and staff, and strong communication and relationships with our families and community.



Introduction

St. Anthony-New Brighton is focused on and committed to strong communication and building relationships with our stakeholders: students, staff and the community. We value feedback in order to maintain an open and honest two-way dialogue that helps create a strong foundation of educational success and matching the learning needs for all of our students.

The district communications plan was designed to establish and present a clear communications process for effective communication with all stakeholders. It aligns with the district's strategic directions and is incorporated in the Operational Plan.

It is essential that staff are involved in the Communication Plan. Their understanding and support of a clearly unified message with families and the community is essential to the implementation of a successful plan.

The plan is a working document that is reviewed on an annual basis by the School Board, Superintendent, and the district's administrative team. The district utilizes the plan to stay on-course and maintain accountability with students, staff, families and the community.

Target audiences

Internal audiences:

- Teachers
- Administrators
- Staff
- School Board

External audiences:

- Students
- Parents/guardians (families)
- Prospective students, families
- Wilshire Park Parent Association (WPPA)
- Prospective employees
- Prospective residents
- Neighborhood groups
- Community partners
- Business leaders
- Civic groups
- Law Enforcement
- Elected officials and City staff
- Faith-based groups
- Media
- Volunteers
- Colleges, Universities
- Private schools, and other school districts

Communication channels

Electronic:

- District and school websites
- LetsGoHuskies.com (activities, athletics site)
- SwiftK12 (text, email, voice):
 - messages from Superintendent Dr. Renee Corneille
 - messages from schools
 - emergency notifications
 - winter and inclement weather closure notifications
- Email
- SeeSaw (K-5) teacher to parent/guardian communication
- Google Classroom (middle and high school) students, parent/guardians
- Electronic building signage
- Social Media
 - Developing district social media policy, procedures, and best practices (2020-21)
 - Piloting Facebook, Twitter and Instagram at Wilshire Park Elementary School (2019-20)
 - Activities, athletics
 - Administration
 - Teachers

Print:

- St. Anthony-New Brighton School District and Community Services quarterly newsletter
- Community Services quarterly youth catalog

Media:

- Northeast online, print newspaper
- CTV North Suburbs
 - School Board meetings
 - Activities and athletic events coverage
- City of St. Anthony online, print newsletter called *Village Notes*

Communication goals, objectives and strategies

Audience: Community

Goal: Publish and distribute effective, meaningful and consistent communications with the St. Anthony-New Brighton community.

Objectives	Strategies
<ul style="list-style-type: none"> • Create and maintain connections with community members. 	Utilize the new website to promote the district and its schools.
<ul style="list-style-type: none"> • Facilitate two-way communication. 	Annual feedback survey.
<ul style="list-style-type: none"> • Facilitate community and St. Anthony-New Brighton engagement opportunities. 	Invite the public to special events.
<ul style="list-style-type: none"> • Responsibility utilize a variety of media while remaining on-brand. 	Review use of social media to promote the district and its schools.
	Increase district visibility at community events.
	Reach out to the community to join district/school focus groups and committees, where appropriate.

Audience: Staff

Goal: Clarify with staff the district’s official flow and look of information sharing.

Objectives	Strategies
<ul style="list-style-type: none"> • Establish expectations and guidelines for staff. 	Review, revise and share organizational charts with all staff that indicate decision-making processes.
<ul style="list-style-type: none"> • Create district-wide cohesion with staff by reminding them they are ambassadors for the district, and to prevent inconsistent messages to families, community. 	Review, revise and share which communication tools the district will use to communicate with staff and families.
<ul style="list-style-type: none"> • Remain on-brand across the district. 	Provide guidelines and standards for how to use district approved communication channels.
	Review, revise and share the Emergency Operations Plan.

Audience: Families

Goal: Establish meaningful, consistent and open communications with St. Anthony-New Brighton families (parents/guardians, students).

Objectives	Strategies
<ul style="list-style-type: none"> ● Develop meaningful communications with parents/guardians and students to ensure they feel heard. ● Consistent messages to families, community. ● Distribute branded content. 	Inclusion in committees and focus groups during strategic planning process.
	Strategic and consistent use of SwiftK12, parent notification system and the new website.
	Create a continuous improvement cycle to establish expectations for when families will receive updates during the decision-making and implementation process.

Audience: All

Goal: Distribute branded content on a consistent basis through established channels with the St. Anthony-New Brighton community and public.

Objectives	Strategies
<ul style="list-style-type: none"> ● Establish trust of information through consistent channels. ● Strategic use of channels to avoid overuse/misuse. ● Brand recognition and consistency. 	Create district and school overview flyers.
	Review use of social media after successful new website launch in Fall of 2020.
	Develop a uniform look of news sharing at each school via website, social, and other established and approved communication tools (SwiftK12, Google Classroom/Sites, SeeSaw).

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