



SAN ANGELO ISD

Communications Plan 2019-2020

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Mission

The mission of San Angelo ISD is to engage all students in a relevant and inspiring education that produces future-ready graduates.

Vision

In Pursuit of Excellence

Goals

The district goals for 2016-2020 are to:

- Provide student achievement at the highest levels.
- Prepare students to graduate San Angelo ISD college and career ready.
- Maintain fiscal responsibility and design/implement a facilities plan that addresses current and future needs of the district in order to fulfill the vision, mission, beliefs, and goals adopted by the board.
- Improve communication between all stakeholders and the district.
- Secure and retain an effective staff that is reflective of and responsive to the District's student body.
- Sustain a safe and secure environment.

Core Beliefs

At SAISD we believe:

- Student achievement is our highest priority and core principle for all decisions that impact the district.
- Equitable allocation of resources ensures each student will have the opportunity to become a capable, productive and contributing citizen.
- Stakeholder partnerships are vital links to student achievement and essential connections that foster student success.
- In the value of each employee, in his/her person and professional growth and empowerment to ensure academic achievement and student success.
- All students learn best in a safe, supportive, and secure environment.

Introduction

The San Angelo Independent School District is committed to honest, transparent, and consistent communication with our stakeholders. We understand that maintaining open, two-way communication with stakeholders is essential for building relationships. We know that strong relationships are the foundation for successful schools.

The purpose of the SAISD Communications Plan is to present a clear and concise framework for communicating with both internal and external audiences in our school community. Providing frequent, clear, and results-driven communication is key to building trust and loyalty to the district. The success of the SAISD Communications Plan depends heavily on the support and involvement of all staff members. Communication is a part of every job in our school district. Planning for and requiring shared responsibility will ensure that the entire organization is committed to delivering a timely, unified message to our stakeholders.

Target Audiences

Internal Audiences

- Certified Staff
- Administrators
- Board of Trustees
- Support Staff Employees
- Professional Support Staff

External Audiences

- Students
- Parents
- Parent-Teacher Organizations
- Prospective Employees
- Prospective Residents
- Neighborhood Groups
- Community Partners
- Business Leaders
- Civic Groups
- Elected Officials
- Faith-based Groups
- Media

District Communication Channels

- District & Campus Websites
- Cable Channel 4
- Media Release
- Email
- Peachjar
- Social Media
 - Facebook
 - Twitter
 - Instagram
 - Youtube
- Nixle

Media and Outside Organizations Point of Contact

The SAISD Communications Department is the point of contact with the media and organizations outside of SAISD. Requests for media visits to campuses or departments should be coordinated with the principal/director and the Communications Department.

Public Information Requests

Public information requests should be directed to the Director of Communications as soon as they are received.

Emergency Situations

In the event of an emergency situation the Superintendent, the Superintendent's designee, or the Director of Communications will serve as the spokesperson for the district. Information about the emergency situation will be coordinated and shared through the Communications Department.

Communication Goals

1. Establish an effective communication plan to improve engagement and communication with both internal and external audiences.
2. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the San Angelo Independent School District.
3. Promote community involvement and build partnerships that serve to enhance the educational experience of San Angelo ISD students.
4. Utilize a variety of media to maximize awareness and support the district's goals.
5. Establish a clear brand identity for the district to build our image and reputation.

Please direct questions to the Communications Department
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