



# Communications Plan 2021-2022

# Table of Contents

- Mission..... 3
- Vision.....3
- Strategic directions.....3
- District Compass.....3
- Introduction.....4
- Target audiences.....5
- Communication channels..... 5-6
- Communication goals, objectives and strategies.....6-8
- Superintendent, Communication staff, School Board.....9

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

# Mission

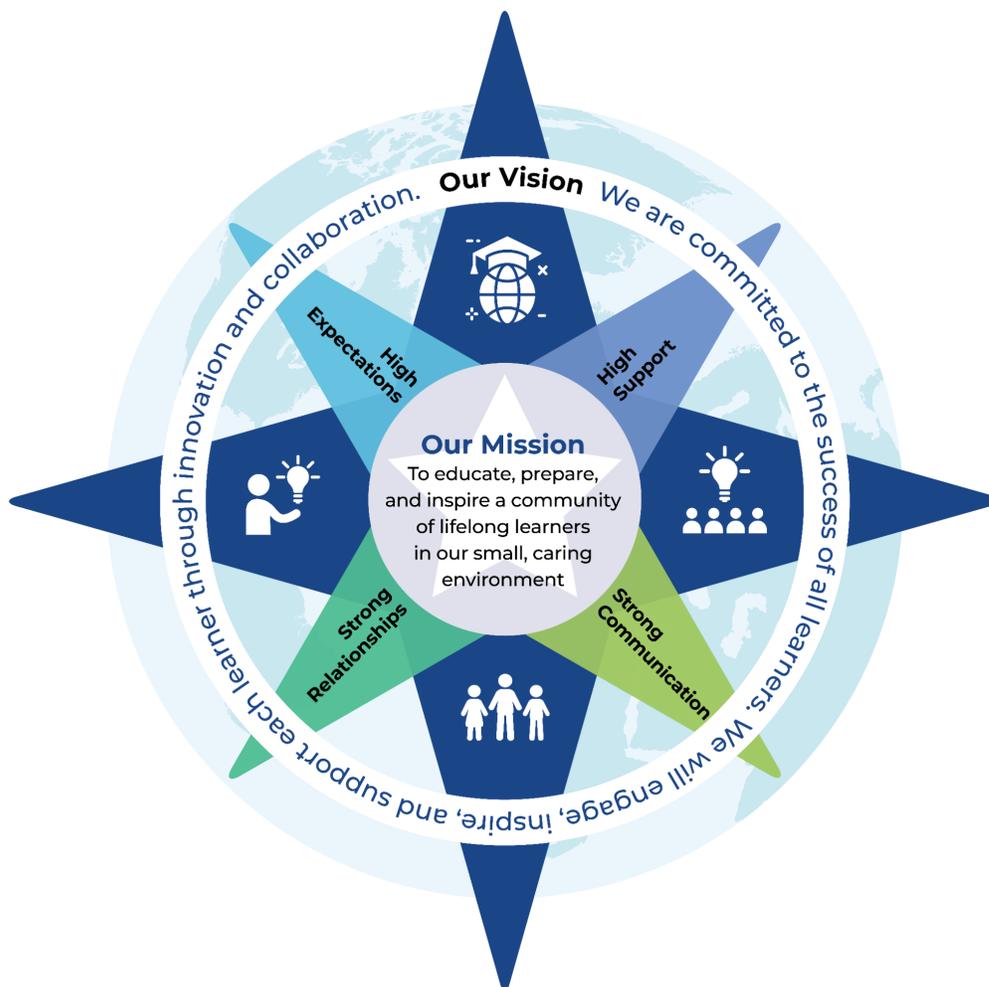
To educate, prepare and inspire a community of lifelong learners in our small, caring environment.

# 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. To build strong relationships and trust, we believe our stakeholders deserve:

- Timely, accurate and quality information.
- Written communication in their first language.
- Transparency in all of our communications.

Our School District has a history of building strong relationships to support the development and well-being of the children in our community. The first policy of our School Board specifically outlined the purpose of school.

Today, we continue to value relationships and feedback from our stakeholders in order to maintain an open and honest two-way dialogue. This process helps create a strong foundation and understanding of our mission and moves our school district closer to our vision of an equitable education. We believe each child can learn at high levels. Every child is at a different place in their development and deserves individualized support to achieve success in their learning as a whole person. An equitable education matches high expectations and support to the learning and development 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 Communications 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
- General population
- 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, music, academics, 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:**

- Northeaster online, print newspaper
- NineNorth (formerly 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 1:** Connecting with the St. Anthony-New Brighton community in meaningful ways that align with our values of engagement and transparency.

Objectives	Strategies
<ul style="list-style-type: none"> <li>● Create and maintain connections with community members.</li> <li>● Offer and encourage opportunities for two-way communication.</li> <li>● Facilitate community and St. Anthony-New Brighton engagement</li> </ul>	Utilize the website to promote the district and its schools.
	Conduct a feedback survey.
	Invite the public to special events.
	Review use of social media to promote the district and its schools.
	Increase district visibility at community events.

opportunities.	Reach out to the community to join district/school focus groups and committees, where appropriate.
<ul style="list-style-type: none"> <li>Responsibly utilize a variety of media to connect with stakeholders while remaining on-brand.</li> </ul>	Continue to use virtual Town Hall events to provide clarity and answer questions during times of change/transition.

## Audience: Students and families

**Goal 2:** Establish consistent and accurate communications with St. Anthony-New Brighton families (students, parents/guardians).

Objectives	Strategies
<ul style="list-style-type: none"> <li>Develop meaningful communications with students and parents/guardians.</li> </ul>	Establish expectations for when/how students and parents/guardians will receive updates when decisions involve data privacy.
<ul style="list-style-type: none"> <li>Consistent, equitable messages to families in their preferred language.</li> </ul>	Utilizing our student information system to determine parents' preferred languages in which to send messages.
<ul style="list-style-type: none"> <li>Distribute branded content through consistent communication channels.</li> </ul>	Strategic and consistent use of SwiftK12, parent notification system and the website for messaging.
<ul style="list-style-type: none"> <li>Ensure opportunities for students, parents/guardians to provide feedback or contribute to a decision-making process.</li> </ul>	Inclusion in committees and focus groups during strategic planning processes.

## Audience: Staff

**Goal 3:** Clarify the district's expectations for consistent and accurate communications.

Objectives	Strategies
<ul style="list-style-type: none"> <li>Utilize district-approved communication channels to communicate with families.</li> </ul>	Provide tools, guidelines and resources for how to send communications in a family's preferred language.
	Checking in with staff on what communication

<ul style="list-style-type: none"> <li>• Ensure website content meets accessibility guidelines.</li> <li>• Remain on-brand across the district.</li> </ul>	tools work best to serve students and families needs.
	Provide training and resources on accessibility and website standards.
	Develop a resource for staff to remain on-brand with their communications.

## Audience: All

**Goal 4:** Distribute branded content on a consistent basis through established channels with the St. Anthony-New Brighton community.

Objectives	Strategies
<ul style="list-style-type: none"> <li>• Establish trust of information through consistent channels.</li> <li>• Strategic use of channels to avoid overuse/misuse.</li> <li>• Brand recognition and consistency.</li> </ul>	Create district and school overview flyers to use in 2021-2022 school year.
	Review use of social media after successful new website launch from Fall 2020.
	Develop a uniform look of news and information sharing at the district and each school via website, social, and other established and approved communication tools. Explore utilizing a secure portal for parents, students, and staff to access learning or other resources (i.e. Google Classroom/sites, SeeSaw, etc.).

# Superintendent

Dr. Renee Corneille  
Superintendent  
[rcorneille@isd282.org](mailto:rcorneille@isd282.org)  
612-706-1150

# School Board

Leah Slye  
Director  
[lslye@isd282.org](mailto:lslye@isd282.org)  
612-781-3982

Dr. Cassandra Palmer  
Vice Chair  
[cpalmer@isd282.org](mailto:cpalmer@isd282.org)  
612-788-1966

Lynne Penke Valdes  
Treasurer  
[lpenkevaldes@isd282.org](mailto:lpenkevaldes@isd282.org)  
612-735-1756

Laura Oksnevad  
Chair  
[loksnevad@isd282.org](mailto:loksnevad@isd282.org)  
612-788-9527

Barry Kinsey  
Director  
[bkinsey@isd282.org](mailto:bkinsey@isd282.org)  
612-789-1493

Ben Phillip  
Clerk  
[lbphillip@isd282.org](mailto:lbphillip@isd282.org)  
612-217-4724

# Communication staff members

Wendy Webster  
Director of Community Services and Communications  
[wwebster@isd282.org](mailto:wwebster@isd282.org)  
612-706-1170

Janet Kimmel  
Communication Coordinator  
[jkimmel@isd282.org](mailto:jkimmel@isd282.org)  
612-706-1167