

## **Chickamauga City School District Communications Plan**

Board of Education Vision: To provide a challenging and engaging educational program to meet the needs of all learners.

Purpose—To be transparent and provide information for community agencies, and all vested stakeholders, to enhance collaboration; provide a single, unified voice on issues; to inform stakeholders of goals and progress made towards accomplishing them; and to recognize students, schools, staff, and community for achievements.

Goals—

- To effectively communicate the district’s mission, vision, beliefs, goals
- To share accomplishments of staff and students
- To communicate initiatives being implemented in the schools
- To communicate policies and procedures
- To obtain input from stakeholders

Designated spokesperson is the Superintendent or Chairman of the Board of Education

The Chickamauga City School District strives to effectively promote the great accomplishments of our students, schools, staff and community. This is achieved through public meetings, the publication of printed materials, system website, social media, email communication, newsletters, promotional products, local newspaper and various other media outlets. CCSD students excel in all areas of arts, academics, and athletics, and they should be recognized for such achievements in a timely manner. Monthly reports are available for comprehensive updates, and additional information is presented as warranted.

### **Chickamauga City School District Governance Team District Communications Plan**

Purpose—To be transparent and provide information for community agencies, and all vested stakeholders, to enhance collaboration; provide a single, unified voice on issues; and to inform stakeholders of goals and progress made towards accomplishing them.

Goals—

- To effectively communicate the district’s mission, vision, beliefs, goals
- To share accomplishments of staff and students
- To communicate initiatives being implemented in the schools
- To communicate policies and procedures
- To obtain input from stakeholders
- To determine and implement initiatives to enhance student performance
- To advocate for public education
- To communicate the impact of state law and legislation

Designated spokesperson is the Superintendent.

The District Governance Team strives to ensure all efforts are focused on higher student achievement and efficient and effective operations. Data will always drive our focus. But, in situations where there are differences of opinions, the majority will rule and all members of the Governance Team will be expected to comply and assist in the implementation selected. Communication on issues should occur within Governance Team meetings, and include the Superintendent, who will serve as the designated spokesperson. All members of the Governance Team are encouraged to advocate for public education with legislators and vested stakeholders.