

Objective 3: Engage and support the use of multiple communication methods among and between parents, students, and division and school staff (Year 0 – Year 2).



- ACTION 1:** Develop and implement shared expectations for communication with parents across schools, grades, and subjects.
- ACTION 2:** Utilize various methods of communication.
- ACTION 3:** Ensure communication materials reach the most people (translations available, visually impaired options, hearing impaired options, etc.).
- ACTION 4:** Explore current division- and school-level communication channels and effectiveness.
- ACTION 5:** Formalize outreach to community service groups.
- ACTION 6:** Further develop and foster a presence on social media.
- ACTION 7:** Increase communication effectiveness to community, staff, and students.
- ACTION 8:** Distribute an annual *Stakeholder Perception Survey* to all families that includes items on family and community engagement, including satisfaction with division and school communications.

PERFORMANCE INDICATORS	DATA SOURCES
Streamlined communication methods across the division	Annual <i>Stakeholder Perceptions Survey</i>
Increase the number of community partnerships and engagement	Division data of usage of social media
Results from annual <i>Stakeholder Perceptions Survey</i>	Software analytics for digital communication platforms
Increased social media presence	