

## GOAL 5B

### ***Strategy Statement:***

Communicate openly and effectively with families and the community so they feel welcomed, valued and informed.

### ***Description:***

External communication can be strengthened by establishing a culture of open communication that is consistent, concise and easily understandable. This will result in families and the community being provided important information that directly impacts them. Improving interactions between the public and staff will positively impact how visitors feel and their perception of our schools and the entire district. Establishing a brand identity will provide guidelines and consistency that are in alignment with and project the district's values, culture and vision.

### ***Activities:***

1. Execute a communication plan to provide consistent and timely information that is geared for a defined audience.
2. Professional development for staff to increase level of customer service.
3. Build brand identity.

### ***Rationale:***

Communicating honestly and directly with families and the community will build credibility and trust, enhance public understanding, promote effective community relations, and encourage involvement and support for district decisions and activities. When people feel welcomed and valued, their perception of individual schools and the district will improve.