



MONOMOY
REGIONAL SCHOOL DISTRICT



MRSD

Communications

Handbook

2022-2023

Table of Contents

Table of Contents	2
MRSD Communications Handbook Overview	2
MRSD Administration Offices	3
School Contact Information	4
Website	5
Electronic Communications	6
Email Newsletters	7
Monomoy app	7
Photos	8
Social Media	8
Social Media Guidelines	9
Events, Documents, and Flyers	10
Publicity/Media Requests	10
Logos	11

MRSD Communications Handbook Overview

The MRSD Communications Handbook is provided to help Monomoy administrators, staff, and teachers find the information and guidelines they need regarding communication with families, document and graphics preparation, social media, branding, media relations, and more. For any general questions about the district's communications, please contact Community Engagement Coordinator Joy Jordan at jjordan@monomoy.edu.

MRSD Administration Offices

425 Crowell Road, 2nd Floor, Chatham, MA 02633

phone: (508) 945-5130 fax: (508) 945-5133

Scott Carpenter, Ed.D., Superintendent scarpenter@monomoy.edu (508) 945-5130 ext. 5224	Marc Smith, Director of Curriculum, Instruction & Assessment msmith@monomoy.edu (508) 945-5130 ext. 5232
Michael MacMillan, Business Manager mmacmillan@monomoy.edu (508) 945-5148	Melissa Maguire, Director of Student Services/Special Education mmaguire@monomoy.edu (508) 945-5130 ext. 5223
Jim Birchfield, Director of Instructional Technology jbirchfield@monomoy.edu (508) 815-5842	Rick Travers, Director of Facilities rtravers@monomoy.edu (508) 945-5148
Garth Petracca, Director of Food Services gpetracca@monomoy.edu (508) 237-5016	Karen Guillemette, Director of Athletics kguillemette@monomoy.edu (508) 430-7200
Holly Thyng, Data, Compliance, and Assessment Specialist hthyng@monomoy.edu (508) 815-5866	Joy Jordan, Community Engagement Coordinator/Web Manager jjordan@monomoy.edu (508) 237-1781
Leah Tambolleo, Assistant to the Superintendent ltambolleo@monomoy.edu (508) 945-5130	Ellen Bearse, Human Resources Coordinator ebearse@monomoy.edu (508) 945-5130
Kathleen Davock, Administrative Assistant, Student Services kdavock@monomoy.edu (508) 945-5130	Faith Rushnak, Transportation Coordinator/Administrative Assistant frushnak@monomoy.edu Transportation Line: (508) 945-5123

School Contact Information

Chatham Elementary School

Principal: Jennifer Kelly, Ed.D. • jakelly@monomoy.edu

147 Depot Road

Chatham, MA 02633

phone: (508) 945-5135

fax: (508) 945-5138

Harwich Elementary School

Principal: Christie Cutone, Ed.D. • ccutone@monomoy.edu

Assistant Principal: Allyson Joy • ajoy@monomoy.edu

263 South Street

Harwich, MA 02645

phone: (508) 430-7216

fax: (508) 430-7232

Monomoy Regional Middle School

Principal: Adam O'Shea • aoshea@monomoy.edu

Assistant Principal: Abigail Dudley • adudley@monomoy.edu

425 Crowell Road

Chatham, MA 02633

phone: (508) 945-5140

fax: (508) 945-5110

Monomoy Regional High School

Principal: Jennifer Police • jpolice@monomoy.edu

Assistant Principal: David Alexander • dalexander@monomoy.edu

Assistant Principal: Jeff Sylvia • jsylvia@monomoy.edu

75 Oak Street

Harwich, MA 02645

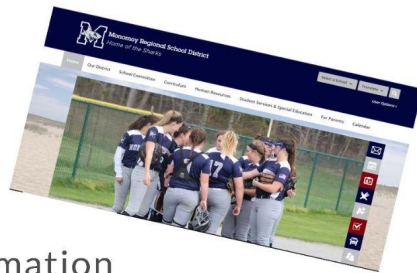
phone: (508) 430-7200

fax: (508) 430-7223

Website

MRSD uses the Blackboard Web Community Manager platform for our website. There is a main district site, as well as a site for each school. Administrators, department heads, and teachers all have the ability to edit and update their sections/pages. Training will be provided as needed. Please send all requests for updates, training needs, or questions about the website to Joy Jordan at jjordan@monomoy.edu.

NAVIGATING THE MONOMOY WEBSITE



Tips for easily finding the information you need on www.monomoy.edu



SELECT A SCHOOL

The Monomoy website consists of a district home page and a sub-site for each school. For district-wide information, simply go to monomoy.edu. For school-specific information, navigate to each school via the Select a School drop-down menu on the upper right of every page. Each school also has a friendly url that you can use and bookmark:
monomoy.edu/chathamelementary
monomoy.edu/harwichelementary
monomoy.edu/monomoymiddle
monomoy.edu/monomoyhigh



LUNCH MENUS

Find lunch menus for every school by clicking the knife and fork quick link icon on the right side of every page, or by selecting Our District → Food Services → Lunch Menus.



BUS ROUTES

Transportation schedules and routes can be found by clicking the bus quick link icon on the right side of every page, or by selecting Our District → Bus Routes.



CONTACT INFORMATION

Find contact information for Central Office staff and for each school's administration and staff via the envelope quick link icon on the right side of every page, or by selecting either Our District → About Us → Contact Us, or on the school pages select Our School → About Us → Contact Us.



SPORTS SCHEDULES

The MRMS and MRHS site each have an Athletics tab where you can find sports schedules and other information, including, for MRHS, field locations for away games.



CALENDAR

Stay updated on happenings around the district via the website calendar - it can be found via the calendar quick link icon on the right side of every page, along the top channel, or under Upcoming Events on the lower left of the home page.



Pro tip: Click the iCal feed button to have the MRSD calendar events automatically appear on your phone's calendar!



STAFF DIRECTORY

Use the Staff Directory to find contact information and other details for Monomoy teachers and staff. It can be accessed via the ID badge quick link icon on the right side of every page. Each school also has a section called Our Teachers, where you will find a website for each teacher, sharing contact information, class details, and more.



NEWS UPDATES

Check the home page for the latest news from around the district, as well as previews of the district's social media accounts. For Monomoy news from our local media, click on Monomoy in the News.



DOWNLOAD THE APP

The free MRSD app is available on the iTunes App Store and Google Play. It offers quick access to messages, contact information, and more.

When in doubt, email
webmaster@monomoy.edu
for further tips and instructions!

Electronic Communications

MRSD uses the Blackboard Communications MassNotifications system to communicate with families. This program is integrated with the MRSD website and syncs its contact data from Aspen. Blackboard MassNotifications allows users to send messages to families via email, phone, text, the Monomoy app, and social media.

- Standard messages to families should always be sent both via email and the Monomoy app. It's also good practice to send a text/SMS that families should look for the message in their email or app. Email messages often get caught in spam, and these steps help ensure that all families get the communications and information they need. Sample language for the text/SMS: *Please check your email or the Monomoy app for a message from ____/a message about ____*. Since all MRSD text messages are sent via the same number, please include the school in your text so that families with multiple are clear on which building the message is from.
- Individual judgment will determine the other methods used -- i.e., it's wise to reserve robo-calls only for urgent or time-sensitive messages.
- It's also a good idea to cc yourself on messages so that you have a copy for your records.
- In general, do not use Blackboard's functionality to post to Facebook, Twitter, or website, unless it is a true emergency (except for buildings/departments that have their own Twitter accounts). Similarly, do not use the Alert function unless it is a true emergency.
- When sending messages, be sure to use the Languages function in Blackboard Communications to enable recipients to read the message translated into their preferred language. This is a very important step to ensure equitable access for all families.
- If you often have an administrative assistant or other staffer send messages on your behalf, it's generally wise to use the Sign In As feature so the messages come from you, as principal or administrator. The other option is sending the message from the School Contact account for your building.
- Joy Jordan is able to send messages on anyone's behalf, if needed.
- Holly Thyng handles all contact data listed in Blackboard since it directly syncs with Aspen - if you have questions about recipient data sets or groups, please contact her at hthyng@monomoy.edu.

Email Newsletters

MRSD uses Smore, an online tool used to send email newsletters with drag and drop templates, which is integrated into Blackboard Communications.

Each school should plan to send one email newsletter per week during the regular school year. Links to all newsletters will be posted on that school's website under News. If a building has a social media account, it is recommended that you share a copy of your email newsletter there.

Monomoy app

The Monomoy app is a free tool to help users connect with MRSD and our schools. The app features news updates, messages, calendars, directory information, and more. It can be downloaded from the Apple Store and the Google Play Store.



SCHOOL INFORMATION AT YOUR FINGERTIPS!

Download the free
Monomoy Regional
School District app today!

 App Store

 Google Play



Photos

We love having photos of students and being able to share those with our families and community! If you take photos of school events, activities, daily classroom life, sporting events, special projects, and more, please send to Joy Jordan at jjordan@monomoy.edu to add to the MRSD Photo Library. These photos may be used on social media, on our website, and in internal publications.

If you are looking for photos from a past event or activity, please contact Joy and she can search through the MRSD Photo Library.

When it comes to photos of students, please ensure that classroom teachers and front office staff are aware of the students who are on the No Photo list. Ideally, those taking photos will be mindful of that and simply avoid including them in photos, as that's the safest and easiest way to ensure that photos of those students aren't shared.

To find out the media/photo release status for individual students, locate the student in Aspen and check the Alerts column.

Social Media

MRSD has an official Facebook page, a Twitter account, and an Instagram account for the district, in order to better reach all stakeholders and share district and school news, events, and announcements.

- Facebook: <https://www.facebook.com/monomoyregion/>
- Twitter: <https://twitter.com/monomoyschools>
- Instagram: <https://www.instagram.com/monomoyschools/>

There are also other affiliated or independent social media accounts, operated by principals, parent groups, teachers, clubs, sports teams, and more.

If you have photos, events, projects, or other information you would like shared out on social media, please forward to Joy Jordan at jjordan@monomoy.edu for consideration.

Social Media Guidelines

Excerpted from MRSD Staff Handbook

The lines between public and private, personal and professional are blurred in the digital world. Staff should be aware that private postings intended for just friends are potentially seen by others in the district including parents and community members. Ultimately, staff are responsible for adhering to the School Committee's policy on Staff Conduct (file: GBEB). All staff "will conduct themselves in a manner that not only reflects credit to the school systems but also sets forth a model worthy of emulation by students."

Staff Guidelines:

When contributing online, do not post confidential student information. Teachers serve as online moderators when content is contributed by students in the course of an assignment. No addresses or phone numbers should appear on school-based social media. When uploading digital pictures or avatars that represent yourself, make sure you select an appropriate image. Images reflect on your professionalism.

All communication between staff and students should be on a professional basis. Extracurricular advisors and/or coaches wishing to establish a social media platform must do so by using a Monomoy Regional School District email address. In such cases, the password will be provided to the district in a manner it prescribes. All contact and messages by extracurricular advisors and/or coaches with group/team members shall be sent to more than one member (i.e., captains, officers), except messages concerning medical or academic privacy matters, in which case the messages will be copied to the school principal and/or the athletic director. Before posting photos and videos, parental authorization must be obtained. Authorization to utilize a colleague's image must also be obtained.

Events, Documents, and Flyers

When you have a document or flyer that you would like to send out to families -- whether to promote a special event in your building, share an announcement or reminder, or provide other information -- please remember to include the following:

- The title of the event/item
- Include the Who, What, Where, When, and Why
- Be sure to indicate which school is sending out the information
- Remember to address questions parents and caregivers might have: What do I do to sign up? Who do I contact with a question?

Also, keep in mind whether your document is for physical distribution, electronic distribution, or both. Most flyers and notifications are sent electronically.

When scheduling an event, please check the MRSD calendar on the website to avoid any potential conflicts (keeping in mind that many families have students in multiple buildings). It's also best practice to avoid scheduling school events that will conflict with School Committee meetings.

For assistance in designing, creating, and/or distributing flyers to families, or in coordinating school events, contact Joy Jordan at jjordan@monomoy.edu.

Outside Flyer Distribution Requests

As a reminder, if an outside group or organization would like to distribute materials to your students or post information in your building, they should be directed to Central Office to obtain approval for their request.

Publicity/Media Requests

There is a [Google form](#) to help with requests for publicity at school events. If you or someone in your building would like coverage for a performance, event, classroom project, etc., please have them complete the form found online under "Staff Resources" named "Publicity Requests." If a member of the media reaches out to you for a story, quote, etc., please cc Joy Jordan on the communications, or you are welcome to hand over to Joy to coordinate.

Logos

Here are the MRSD logos:



[The Monomoy logos in various versions can be found here.](#)

Higher resolution versions (or vector art files) of logos can also be requested by email to Joy Jordan at jjordan@monomoy.edu.

Color codes:

If you are trying to match up a document, item, or graphic to our logo, the color codes are:

Dark blue: #00053E

Gray: #BEC0C2

Light blue: #DEE8F1

Thank you!

Joy Jordan
MRSD Community Engagement Coordinator
jjordan@monomoy.edu
(508) 237-1781 (call or text)