



Wilson School District #7

Communication Plan

Version: 01.2022

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Plan Version History

Version	Approved by	Revision Date	Description of Change	Author
01.2022	Governing Board		Created Plan	Kayla Ocampo
02.2022		6/29/2022	Updated Media Consent Policy	Kayla Ocampo

Prepared By:

Name	Title	Date
Kayla Ocampo	Communications Specialist	March 28, 2022

Approved On:

Wilson School District #7 Governing Board approved this plan in its entirety on May 11, 2022.

Introduction

Wilson School District #7 is committed to open, honest, and ongoing communication with our stakeholders. We understand that maintaining a two-way conversation with stakeholders is essential for building relationships. These relationships are the foundation for a strong school system.

This Communication Plan was designed to establish a comprehensive and integrated communications process for effective two-way communication with all stakeholders. It aligns with the district's goals and is incorporated in the district's five-year strategic plan. Annual objectives are tied directly to the objectives set by the district for achieving its goals.

Plan Intent

The comprehensive communications plan is intended to do the following:

1. Implement a communications program that directly assists the district to achieve its strategic goals.
2. Foster strong relationships with all District stakeholders.
3. Provide focus and direction for messages/methods in support of the district's goals.
4. Enable the District to present itself accurately to audiences.

Mission Statement

The mission of the Wilson Elementary School District is to provide a high quality and equitable education by ensuring all students succeed, no exceptions!

District Vision

To empower all students to embrace learning, achieve their personal best and be prepared for college and career.

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Target Audience



Community

- Prospective Families
- Prospective Employees
- Arizona Department of Education
- Governing Board
- Volunteers
- Retirees
- Partner Organizations
- Local School Districts
- Local Colleges and Universities
- Associations
- Key Collaborators
 - Police
 - Fire
 - Medical
 - Public Service Agencies
 - Private Non-Profit Agencies
- Business Community
- Elected Officials
- Community Groups



Families

- Wilson Students
- Wilson Parents



Personnel

- All Wilson Staff

Guiding Principles for all Communications

1. Keep communications simple
 - a. Use clear, concise, and non-educational style for all general publications.
 - b. Vary the types and level of communication to target diverse audiences.
 - c. Translate communication pieces when appropriate for various language groups.
2. Communicate early and often
 - a. Be the first to tell our good news and our bad news.
 - b. Share information with staff before sharing it publicly.
 - c. Make telephone calls if in doubt.
3. Emphasize customer service
 - a. Never be dismissive.
 - b. Stakeholders should feel questions or concerns have been addressed.
 - c. Follow-up on customers questions or concerns.
4. Communicate face-to-face
 - a. The more difficult the situation, the more important it is to communicate face-to-face.
 - b. Encourage staff to relay messages through personal interaction when appropriate.
 - c. Actively listen to understand the message beyond the words.

Internal Communications

Foster effective and transparent communication in a timely manner

1. Clarify district flow of information by maintaining and distributing an organizational chart annually.
2. Send District Communications to appropriate staff groups before sending them to parents or the public.
3. Conduct electronic surveys at agency & site levels to provide feedback on the flow of information.
4. Send regular communications from site admin through a Monthly District Newsletter and Monthly Employee Newsletter.
5. Maintain an internal calendar that holds important dates for school district deadlines, meetings, testing schedules, events, etc.

Provide ongoing training and support for administrators in effective communication with staff and the public

1. Provide communication training sessions as part of leadership meetings.
2. Provide employee training on organizing email accounts, inboxes, use of folders, file-sharing, and email etiquette.
3. Supply administrators with public relations fact sheets, easy-to-use communications tools, and resources for effective customer service.
4. Subscribe to communication publications (e.g., ASPRA, NSPRA).

Increase Employee Engagement

1. Establish an employee recognition program to support employee contributions to the district's success.
2. Maintain a "Virtual Suggestion Box" in Microsoft Forms for use throughout the school year on the district website.
3. Provide the opportunity for each staff member to participate in a monthly group meeting with their supervisor regarding department/agency issues.

Parent Engagement

Provide families with multiple opportunities for effective and direct 2-way communication

1. Provide technology training sessions at the Open House Event in July and at the Technology Night in the fall.
2. Hold monthly community forums to provide an opportunity for face-to-face communication with the District and School admin.
3. Use a web platform to host a chat feature to allow parents to communicate with school sites in their home language.
4. All Wilson School District staff will be expected to respond to communications within **48 hours** of receiving them.
5. Provide families with the opportunity for face-to-face meetings with teachers throughout the school year.
6. Provide professional development for staff in communication and active listening.

Create an atmosphere where families feel welcomed and heard

1. Provide office staff with customer service training and templates for common written and verbal communications.
2. Provide advance notice of district and community events to encourage parent engagement.
3. Create a volunteer process for stakeholders to participate in school activities.
4. Recognize students and families for their outstanding participation in public newsletters and social media posts.
5. Collect exit surveys for families that withdraw from the school district to evaluate where improvements can be made.
6. Emphasize customer service in staff training and meetings.
7. Allow parents with the opportunity to sign up for school committees at the beginning of the school year.

Clearly communicate academic programs, policies, and expectations with parents/families

1. Outline academic program opportunities and expectations for families during the Back-to-School/Meet-the-Teacher event.
2. Publish all policies and academic program info sheets on the school websites.
3. Highlight the academic programs in social media during the 1st quarter of each school year.
4. Distribute the Code of Conduct to all families at the beginning of the school year and make the document available on the website.
5. Highlight positive behavior in social media and District Newsletters.
6. Create communication templates for staff to use in common situations.

Media and Community Relations

Increase visibility in the Wilson Community

1. Host monthly school and district tours for community members, potential staff, potential families, and business partners.
2. Feature business partnerships in the District Newsletter and social media posts.
3. Print appreciation banners to be displayed in high traffic areas.
4. Host community events and invite local businesses.
5. Create a content calendar to establish goals for each month on sharing The Wilson Way in social media
6. Designate a Media Content Captain at each site that will be responsible for creating social media content on a weekly basis.
 - a. Captains will be selected by the Communications Specialist and site Admin.
 - b. Captains will receive a small stipend in compensation for the extra responsibility.

Increase district brand awareness through marketing strategies

1. Deploy new district mission and vision through all communication channels consistently.
2. Publish school narratives to include The Wilson Way on social media and newsletters in support of the district mission.
3. Develop a limited budget to rebrand outdated district and school materials.
4. Create a published guide that addresses brand standards (e.g., fonts, colors, logo sizes, letterheads, signatures)

Crisis Communication

Ensure quick and accurate delivery of crisis communications

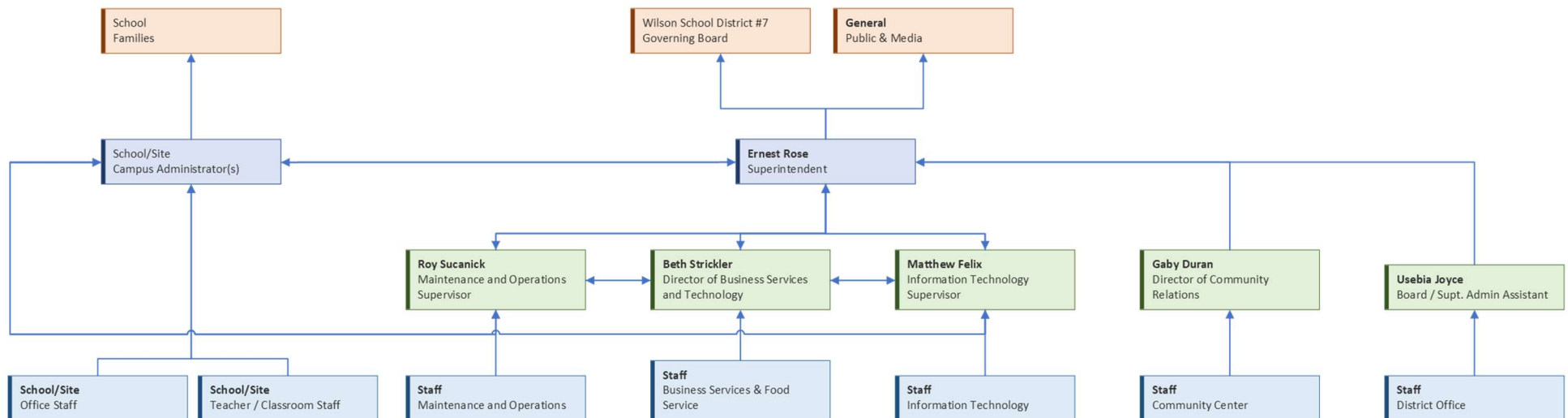
1. Provide training to all staff members in the proper flow of information during a crisis.
2. Prepare crisis templates for staff so that a clear and unified message is given to stakeholders at any given phase of the crisis.
3. Communicate crisis information directly to internal audiences and then parents before publishing any information on social media or websites.
4. After a crisis, Admin will meet to evaluate the effectiveness of the crisis communication.

Effectively engage target audiences though electronic tools during a crisis

1. The mass notification system is used as the primary communication tool during a crisis. The student information database will be kept updated to ensure that every family can be contacted directly during the crisis.
2. Social Media will be used to disseminate crisis information to the public.

Crisis Communication Flow Chart

In the case of a crisis, an efficient and organized flow of information and communication is essential. All personnel will be expected to follow the crisis chain of command to ensure that information is shared only with the appropriate party.



Decision Guide

	Superintendent	Board	Director of Business Services & Technology	Community Relations Coordinator	Director of Personnel	Director of Curriculum & Instruction	Comm. Specialist	Campus Administrator	Teacher Leaders	WSD Staff
Hiring	R/I	D	I	I	I	I	N/I	I	I	I
Firing	R/I	D	I	N/I	I	N/I	N/I	I	N/I	N/I
Employee Contracts	R/I	D	I	N/I	I	N/I	N/I	I	N/I	N/I
Facility Equip. Use	I	I	D/I	I	N/I	N/I	N/I	N/I	N/I	N/I
Professional Development	D/I	I	I	I	I	I	I	I	I	I
Emergency Closure of Programs	D/I	N/I	I	N/I	I	N/I	N/I	I	N/I	N/I
Organizational Structure	D/I	I	I	N/I	I	N/I	N/I	N/I	N/I	N/I
Purchasing (<75,000)	R/I	D	I	I	N/I	I	N/I	I	I	I
Purchasing (>75,000)	I	D	I	I	N/I	I	N/I	I	N/I	N/I
Staff Evaluation	R/I	D	R/I	N/I	I	N/I	N/I	R/I	N/I	N/I
Staff Discipline	I	D/I	I	N/I	I	N/I	N/I	I	I	N/I
Student Discipline	I	N/I	N/I	N/I	N/I	N/I	N/I	D/I	I	I
District-wide Strategic Planning	I	D/I	I	I	I	I	I	I	I	I
Starting New Programs	I	D	I	I	I	I	N/I	I	I	I
Dept. Budget Development	I	D	I	I	I	I	N/I	I	I	I
Curriculum & Instruction	I	D	N/I	N/I	N/I	R/I	N/I	I	I	I
Technology	I	D	D/I	I	N/I	I	N/I	I	I	I
District Calendar	R/I	D	I	I	R/I	I	N/I	I	I	I
Meet and Confer	R/I	D	I	I	I	I	N/I	I	I	I
Marketing Materials	D/I	I	I	I	I	I	R/I	I	N/I	N/I
Media Content	D/I	N/I	N/I	I	I	N/I	D/I	I	I	I

Key									
D/I:	Decide with Input	D:	Decide	R/I:	Recommend with Input	I:	Input	N/I:	No Input

Communication Methods

Message & Channel	Targeted Audience	Timeline (<i>When Will this Occur</i>)	Person/Organization Responsible	Evaluation & Feedback Methods, Notes
Open Enrollment: Printed Marketing Materials Facebook/Instagram Enrollment Events YouTube Videos	Prospective Parents / Returning Families with new children	Beginning in January Enrollment event in March Continue throughout Summer	Communications Specialist Principals	Social Media Insights Enrollment Application Totals Parent Survey at time of enrollment ("how did you hear about us?") YouTube Insights
Newsletters: S'more Email Facebook ClassDojo/Parent Portal Wilson App	Community, Parents & Staff	The 1 st week of every month	Principals-School Newsletters Human Resources Director-Employee Newsletter Communications Specialist-District Newsletter	S'more insights Communications Platform Insights
School Specific Events: Facebook/Instagram/LinkedIn Phone/Text/Email ClassDojo/Parent Portal Website Calendar Marquee Wilson App	Community, Parents & Staff	At least 2 weeks advance notice of the scheduled event with a "week-of" reminder	Principals	School Event Attendance Sign-In Sheets
District Policies & Handbooks: Website Staff SharePoint	Staff & Parents	Updated Annually	Communications Specialist	Document Version History
Press Releases/District Communications: Website Announcements Facebook/Instagram/LinkedIn ClassDojo/Parent Portal Wilson App	Community & Parents	As they occur	Communications Specialist	Hits on website Social Media Insights
Emergency Notifications: Phone/Text/Email	Parents & Staff	As they occur	See Crisis Communications Chart	Email Insights Hits on website

ClassDojo/Parent Portal Facebook Website Pop-Up Alert Wilson App				Follow-up survey in next newsletter
Classroom Communications: ClassDojo/Parent Portal Phone/Text/Email	Parents & Teachers	Weekly	Classroom Teachers	Message History Parent Surveys
Hiring: Job Fairs Marketing Merchandise LinkedIn/Facebook Advertisements Indeed Arizona Republic Newspaper AZ Dept. of Education Job Board Handshake College & Universities Job Board AZ Dept. of Economic Security Job Board Teachers-Teachers.com Troops to Teachers Contracted Hiring Agencies	Community	Starting in January	Human Resources Director & Communications Specialist	New Hire Surveys Facebook/LinkedIn Insights
Board Meetings: In-Person	Community	Monthly	Board Admin Assistant	Agenda and Notes posted monthly on BoardDocs
Cabinet Meetings: In-Person	Staff Admin	Weekly	Principals, Superintendent, Human Resources Director, Board Admin Assistant, Director of Curriculum, Coordinator for Community Relations	
School Staff Meetings: In-Person	Staff	Monthly	Principals	Sign-in Sheets Staff Surveys
Department/Team Meetings: In-Person	Staff	Monthly	Department/Team leaders	Sign-In Sheets
Parent/Teacher Conferences: In-Person	Parents & Staff	Sept. 7 th & 8 th Feb. 8 th & 9 th	Teachers are responsible for scheduling their conferences	Sign-In Sheets Parent Surveys

Phone or Microsoft Teams (only if in-person is not possible)			Principals are responsible for ensuring translators will be available	Staff Survey
Community Forum: In-Person	Community, Parents & Staff	Monthly	Coordinator for Community Relations	Attendance Count Surveys
Program Spotlight Campaigns: Facebook/Instagram/LinkedIn Website YouTube Videos	Community & Parents	Quarterly	Communications Specialist	Social Media Insights Hits on Website
Community Center Events & Classes Facebook Reminders through the Remind App Wilson App	Community, Staff & Parents	Weekly	Coordinator for Community Relations	Attendance Count Facebook Insights
Surveys Microsoft Forms Printed Surveys	Community, Staff & Parents	As needed	Depends on project	Increase in survey responses
The Wilson Story Content Calendar Facebook/Instagram/LinkedIn Website	Community	Scheduled content 2 times/week	Media Content Captains	Social Media Insights Social Media Content Calendars
Internal Staff Calendar District Internal Website	Staff	Updated Weekly	Cabinet	Use of Calendar Record of who accesses calendar?
Virtual Suggestion Box Microsoft Forms	Staff	Created annually, email notifications if suggestion is submitted	Communications Specialist	Increase in responses
School Tours In Person	Community & Parents	Monthly	Coordinator for Community Relations	Tour Sign-In Sheets

Student Privacy

Media Consent

Wilson School District's policy is to allow photographs, video and audio recordings, comments and/or first names of students to be used in print and electronic materials produced by the District Office. This includes but is not limited to the district website, district social media pages, any other public website for news media or for general educational purposes.

At times, student images, voices, videos, work and/or first name may be used to promote or represent Wilson School District #7, district programs and/or district events in the news media including, but not limited to, television, print, and on the web. Student information may be used by credible news media not affiliated with the district and on district websites and official Wilson School District #7 social media pages. Students may be identified by name to provide them with recognition opportunities when appropriate.

Parents and guardians may request that photographs, videos and audio recordings, comments, and/or names of their students not be used by completing a Media Opt-Out Form and returning it to the student's school office.

Accessibility

Wilson School District #7 is committed to making all content accessible to persons with disabilities. Wilson School District #7 websites and other communications aim to adhere to best practices for accessibility such as:

- Web Content Accessibility Guidelines (WCAG) of the W3C Web Accessibility Initiative (WAI)
- Web-based Intranet and Internet Information and Applications (1194.22) component of the U.S. federal Section 508 standards

If you encounter any content or functions of Wilson School District #7 websites or its other communications or services that you believe are not satisfactorily accessible, please contact: IT@wsd7.org

Physical copies of digital publications will be made available, upon request via the Wilson School District #7 District Office Receptionist.

Evaluation and Accountability

Tracking systems will be developed to measure communication effectiveness, because different measurements work best in different situations.

- Community & Staff Surveys will be used to ascertain people's opinion and to collect quantitative information.
- Website counters will be used to measure the number of hits for selected pages.
- Social Media Insights will be used to track the effectiveness of individual posts and page traffic.
- Community Forums will be used to receive direct feedback from the community members.
- Observation of interaction at professional development, professional learning community meeting, leadership meetings and Governing Board meetings.

Plan Review

The Wilson School District #7 Communications Plan will be reviewed annually by the Communication Specialist and approved by the Governing Board.

Wilson School District #7

Media Opt-Out Form

2022

Student Name: _____ **Student ID:** _____

Overview

Wilson School District's policy is to allow photographs, video and audio recordings, comments and/or first names of students to be used in print and electronic materials produced by the District Office. This includes but is not limited to the district website, district social media pages, any other public website for news media or for general educational purposes.

At times, student images, voices, videos, work and/or first name may be used to promote or represent Wilson School District #7, district programs and/or district events in the news media including, but not limited to, television, print, and on the web. Student information may be used by credible news media not affiliated with the district and on district websites and official Wilson School District #7 social media pages. Students may be identified by name to provide them with recognition opportunities when appropriate.

Parents and guardians may request that photographs, videos and audio recordings, comments, and/or names of their students not be used by completing this form and returning it to the student's school office.

Media Opt-Out

I hereby request that Wilson School District **NOT** use photographs, video and audio recordings, comments, and/or the name of this student in print or electronic materials. I further request that the District NOT release this student's photograph, video or audio recording, comments, and/or name to media organizations.

I understand that this request will remain in effect for the current school year and that it can be rescinded at any time. I also understand that this request will not prohibit use of photos, videos, and/or the name of my student in student-produced materials such as yearbooks and newspapers.

Parent/Guardian Signature: _____ **Date:** _____

This form will be kept on file at the school of the above-named student

Wilson School District #7

Media Consent Form

2022

Overview

Wilson School District #7 requests permission to use your child's image, voice, video, work and/or first name to be published publicly on a district website, including district social media pages, or any other public website for news media or for general educational purposes.

At times, student images, voices, videos, work and/or first name may be requested to promote or represent Wilson School District #7, district programs and/or district events in the news media including, but not limited to, television, print, and on the web. Student information may be used by credible news media not affiliated with the district and on district websites and official Wilson School District #7 social media pages.

Media Release

Wilson School District #7 students are sometimes asked to be a part of school and/or district publicity, publications and/or public relations activities. Please indicate approval or denial for your child's name, picture, art, written work, voice, verbal statements, or portraits (video or still) to appear in school publicity or district publications, videos, or on the school's or district's websites. For example, pictures or articles about school activities may appear in local newspapers, television broadcasts, or district publications. These pictures and articles may or may not personally identify a student. Pictures and/or videos may also be used by Wilson School District #7 in subsequent years.

I release to Wilson School District #7 my child's first name, picture, art, written work, voice, verbal statements, and portraits (video or still) and consent to their use by Wilson School District #7 as well as local print and broadcast media.

Yes: _____ No: _____

Instructional Recordings

Wilson School District #7 students are sometimes video and/or audio taped as part of classroom instruction or for assessment purposes. Teachers may also use these recordings in professional development activities and may use them in subsequent years for professional development activities.

I give permission to Wilson School District #7 to use video and/or audio tape recordings of my child for classroom instruction or for assessment purposes.

Yes: _____ No: _____

Student Name: _____ Student ID: _____

Parent/Guardian Name: _____

Parent/Guardian Signature: _____ Date: _____