

4. Ensure high-quality community engagement with all stakeholders.

Priority Strategy B:

Communicate openly and effectively with external community stakeholders and families to promote greater engagement within Volusia County Schools.

Description:

External communication can be strengthened by establishing a culture of open communication that is consistent, concise, and easily understandable. This will result in all stakeholders receiving important information that directly impacts them. Improving interactions between the public and staff will positively impact how visitors view our schools and the entire district. Strengthening our brand identity will provide consistency and brand recognition that are in alignment with and project the district's values, culture and vision.

Activities:

1. Engage external stakeholders with information that is geared towards meeting their needs.
2. Strengthen the district's brand identity.
3. Promote greater external stakeholder engagement through target website platforms.

Rationale:

Genuine and direct communication with external stakeholders will build and maintain a relationship to enhance public understanding and trust, promote effective community relations, and encourage involvement and support for district decisions and activities.