



Together, our strong relationships build inclusive, collaborative, and innovative environments that create agency and inspire a passion for learning, excellence, and discovery.



Mission Vision Values



# Superintendent Communication Plan

# Purpose

The Bismarck Public School District Superintendent Communications Plan aims to outline a roadmap for communicating within our school community. The plan focuses on two types of stakeholders: internal (students, staff, administration, and School Board) and external (parents, guardians, businesses, civic groups, religious groups, and other members of the community).

The priority goal of this plan is to effectively communicate with our families and community, while continually reinforcing confidence in our Mission, Vision & Values. This communication plan is a working document designed to: 1. Foster strong relationships with stakeholders; 2. Provide focus and direction for messages/methods; 3. Enable the Superintendent and district to present itself accurately and credibly to audiences; and 4. Make communication channels between stakeholders and the Superintendent consistent and reliable.



## Stakeholders

- Students
- Staff
- Educators
- Administration
- Board of Education
- Parents
- Minority & Diverse Groups
- Business Partners
- Legislators
- City / County Leaders
- Civic Groups
- Media
- PTOs
- Citizens
- Community Partners
- Higher Education Institutions
- Statewide / National Educational Leaders



# Goals

1. Develop and maintain positive, collaborative relationships with stakeholders to strengthen support for the Bismarck Public School District.
2. Use various media to maximize awareness and support of the district's goals, objectives, and services.
3. Support strong, positive connections between BPS schools and the community.
4. Ensure systems are in place to provide coordinated communication, internally and externally, with a focus on two-way communication, using a variety of platforms and methods.
5. Be visible and accessible, in the school and community.

## Focus on Diversity

Historically marginalized groups will be a focus of the Superintendent to ensure they have a voice in the educational system. These should include:

- Groups that have been economically / socially marginalized.
- Groups that are underserved or have limited access to educational resources.
- Groups with higher risk of dropping out, academic challenges, or not graduating.

BPS is comprised of 11% Native American students. Specific actions to engage with this minority group and others shall be a focus.

## Methods



@bpssupt



@drfastnacht

- Direct person to person
- Working committees
- News media platforms
- Print / Digital newsletters
- Video
- Social Media



# Communication Principles

## **Strive for clarity**

The Superintendent shall strive to identify the key message before communicating with an audience. It is an important part of communicating clearly.

- Focus on the main idea and communicate it clearly.
- Summarize complex information.
- Avoid jargon and school-centric language or acronyms.

## **Keep it concise**

The Superintendent shall aim for short, direct messages. Saying less allows audiences to be more focused, increasing the chance of getting messages across.

## **Be consistent**

Consistency in communication usually means two things: repetition and frequency.

The Superintendent shall communicate on a regular basis. Depending on the project or situation, this may involve creating a communication schedule to provide updates. Or, it can simply mean being proactive and responsive regarding communication.

## Scheduled Communication

### **Weekly**

- Board Memo
- Social Media

### **Monthly**

- Articles in Parent Newsletter
- Articles in Staff Newsletter
- Emails to Staff
- Board Reports

### **Annual**

- Back-to-School Welcome



# Alignment

This communication plan is intentionally aligned with the district strategic plan and Bismarck School Board Communication Plan. Ensuring communication both received and transmitted supports the strategic priorities of the district.

## Learning Excellence

- Learning Excellence Advisory Committee
- Bismarck Edu Association / BPS Committee
- Student Advisory Council
- PTO Groups
- Community Civic Organizations ( Kiwanis, Rotary, etc)
- Business Partnerships / Chamber EDC

## Personal Excellence

- Personal Excellence Advisory Committee
- Support Staff Committee
- Bismarck Education Association
- Regional Agency Partnerships
- Athletic / Activity Clubs

## Environmental Excellence

- Environmental Excellence Advisory Committee
- EduTech /ND Information Tech Dept.
- Bismarck / Burleigh County PD - Fire - Emergency Services

## Operational Excellence

- Operational Excellence Advisory Committee
- City of Bismarck
- Burleigh County
- Bismarck Park & Rec
- Business Partnerships



"The difference between mere management and leadership is communication"

Winston Churchill



## Coherent Governance

### Policy

### Details

### Indicators

#### OE-3: Treatment of Community Stakeholders

Effective complaint handling. Open & honest communication.

3.3a – Value & weigh diverse opinions...  
3.3b – Collaborative inclusive process will be used...  
3.3c – Open & honest communication with stakeholders...  
3.3e – Sharing of desired public documents and use of surveys to gather feedback...

#### OE-8: Communicating with the Board

The Board shall be fully and adequately informed.

8.1 – All regular monitoring reports submitted.  
8.2 – Provide a weekly update, effective use of board meetings and workshops.

#### OE-9: Communicating with the Public

Ensure the public is adequately informed about the condition of the district.

9.1 – Provide timely information to the public.  
9.2a – Publish an annual progress report.