



Communication Plans

June 25, 2024

Unlocking Potential. Creating Impact.

★ District Plan

★ School Plan



The goal of these Communication Plans are to provide a comprehensive and integrated communications process for more effective communication with all community members.

District

School



Types of Communication

Routine:

Biweekly newsletters, daily homework assignments, monthly community newsletter

Personal:

Face-to-face or telephone meetings, in-person presentations

Digital:

Email, social media, website, mobile app

Emergency:

Mass notification alerts of emergent matters

Feedback:

Surveys



General Considerations

CLEAR & CONCISE:

- Keep messages brief and to the point
 - Use bullet points and other formatting techniques to emphasize key concepts
 - Highlight message in the title/subject to make it easier to identify
 - Avoid information overload
 - Spell out acronyms and avoid jargon
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TIMELY:

- Communication should be presented as soon as available
 - Responses should be made within 1-2 school days unless out of office
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REPRESENTATIVE OF THE DISTRICT:

- Proofread all documents for accuracy and professionalism
 - Emphasize customer service (**creating a staff training**)
 - Consistent in branding
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General Considerations

PERSONAL:

- Relay messages through personal interaction when appropriate via telephone calls or face-to-face meetings
 - The more difficult the situation, the more important it is to communicate face-to-face
 - Promote a customer service-oriented approach
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ACCESSIBLE:

- Provide translation resources whenever possible for non-English speaking audience
 - Consider ADA best practices when posting online for those with visual and hearing impairments
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Key Points

TYPE OF COMMUNICATION	PRIMARY GOAL	METHOD	FREQUENCY	STAKEHOLDERS	SOURCE
ROUTINE	Direct, informative, accurate, transparent, and proactive communication to improve engagement with school community and strengthen support				
Correspondence from Principal		Email, Website	As needed	Families / Staff	Principal
Correspondence to Principal		Email, Phone Calls	As received; reply within 1-2 business days	Families/Staff	Principal
School Newsletter		Messages XR(email, text), Website	Twice a Month	Families	Principal, Communication Facilitator
Away Message	To notify sender that you are currently unavailable	Email	As needed when away for any reason. Reply to message within 1-2 business days upon return	Families/staff	All Staff
Correspondence to Teacher		Email, Phone Calls, Class Dojo	Weekly & as needed; reply to emails within 1-2 business days	Families / Staff/Administration	Teachers
Digital Signs	Important upcoming dates & recognition		As needed with dates & recognition	Families/Community	Communication Facilitator coordinates with Principal & Principal's Secretary for info



Communication Plans

North Plainfield School District recognizes that clear, accurate, and timely communication is essential to establishing trust, cooperation, collaboration, and a sense of community with students, staff, families, and all North Plainfield residents. The goal of these Communication Plans are to provide a comprehensive and integrated communications process for more effective communication with all community members.

Types of Communication

- Routine (i.e. biweekly newsletters, daily homework assignments)
- Personal (i.e. face-to-face or telephone meetings, in-person presentations)
- Digital (i.e. email, social media, website, mobile app)
- Emergency (i.e. mass notification alerts of emergent matters)

DISTRICT

SCHOOLS





Questions?

