

Old Redford Academy Communication Protocol

Tools

One-way:

Email, School Messenger, Facebook, X (Twitter), Instagram, Remind, Class Dojo, letters, Google Calendar, Academy Website, Google Classroom.

Two-way

Class Dojo (if needed), email, phone, texts, face-to-face, School Messenger, Remind, Google Classroom, Google Chat.



Email

RR - Response Required

AR - Action Required

NRR - No Response Required

Respond within 24 business hours

Keep it brief, informative, respectful, positive and constructive

Use BCC when emailing a group

Do not discuss sensitive information

Utilize auto-reply message when on a break or PTO

Don't respond to offensive or abusive emails.

Forward them to the principal or superintendent



In Person

Be mindful of where you are.

Maintain FERPA protocols at all times.

Greet the in-person visitor with a smile and ask "How may I help you today?"

Take notes (make sure you note the date, name, phone number)



Phone

Answer promptly.

Answer in a pleasant, consistent manner with a handset or headset.

Always take notes.

If speakerphone is needed, notify everyone on the call they are on speakerphone.

Phone messages will be answered and returned within 24 hours.

Do not mention student name or details regarding why you are calling in voicemails, just a message to call you back.

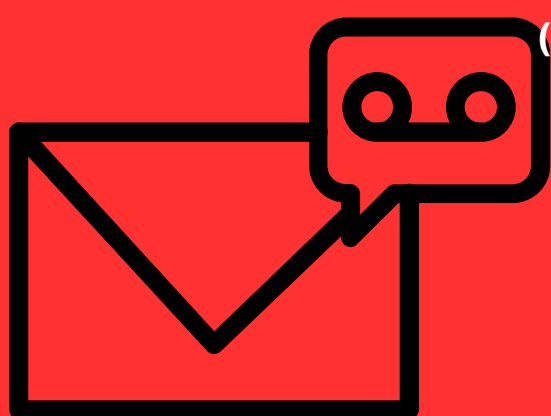


Voicemail

All staff will set up their voicemail and update at least annually.

Voicemail Script for Teachers: "Hello, you have reached (teachers name) at Old Redford Academy. Please leave a message and I will return your call within 24 business hours."

Voicemail Script for School Offices/Departments: "Thank you for contacting Old Redford Academy. You have reached the voicemail of (staff name). Our normal business hours are Monday through Friday, ___AM to ___PM. Please leave your name, number and brief message and someone will return your call within 24 business hours. Thank you for calling Old Redford Academy."



Online

Maintain a respectful and professional tone in their interactions online.

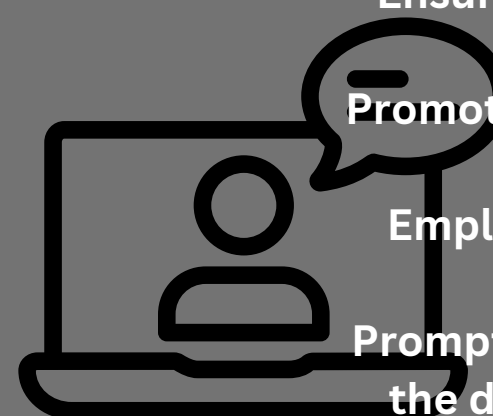
Ensure that information shared about the district is accurate and aligns with official communications.

Promote the district's achievements and initiatives in a positive light.

Employees are responsible for their actions and statements made on social media platforms.

Promptly report any negative comments or concerns regarding the district to designated administrators or communication managers.

Keep records of negative interactions, including screenshots and relevant details, to aid in addressing and resolving issues.



Staff

For PTO, the supervisor must be called and absence submitted in Red Rover before 6am

Leaders will send a weekly newsletter

Staff cell phones will be used for emergency communications (school closures, fire drills, etc.)

Local channels 2, 4, 7 and 62 will broadcast school closures.

DO NOT engage with the media unless directly instructed by district leadership. If you are contacted by the media, notify your direct supervisor immediately.

The district superintendent is the sole point of contact for communication with the ORA Board/Board Liaison.

The academy will utilize Google calendar for the effective communication of all dates and events.