

# Community Relations Plan

October 8, 2024





# The Story of the Community Relations Plan

Perceptions about inadequate engagement and two-way communication are hurting the district's credibility. Employees [felt] unappreciated for their expertise, which is eroding staff morale.

External audiences [believed] invitations to provide feedback Are often disingenuous.

(Page 5, NSPRA Communication Audit Report)



“Evaluate, strengthen  
and expand the  
district’s  
communication  
capacity and  
**infrastructure.**”

(Page 5,

Communications Audit)



# Because it is all part of the District Goals:

Identify key stakeholders, including parents, students, staff, community members and local businesses.

Establish partnerships with local organizations, businesses, and community groups to support district initiatives and foster collaborative relationships.

Expansion of experiential learning opportunities for students.

Partner with community organizations and colleges/universities with diverse student populations to attract a wide range of applicants.\*

*HOW?*

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# Dr. Morton's Superintendent Spotlight



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- Superintendent Spotlights

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- Blog/Podcast

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- Listening Sessions

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- Business & Community Partnerships

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- Town Halls

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- Events

7

- Community Advisory Panel

8

- Communication Efforts

It's one thing to be a  
part of an  
organization. It's  
another thing to be a  
part of the community

Travis Kelce





