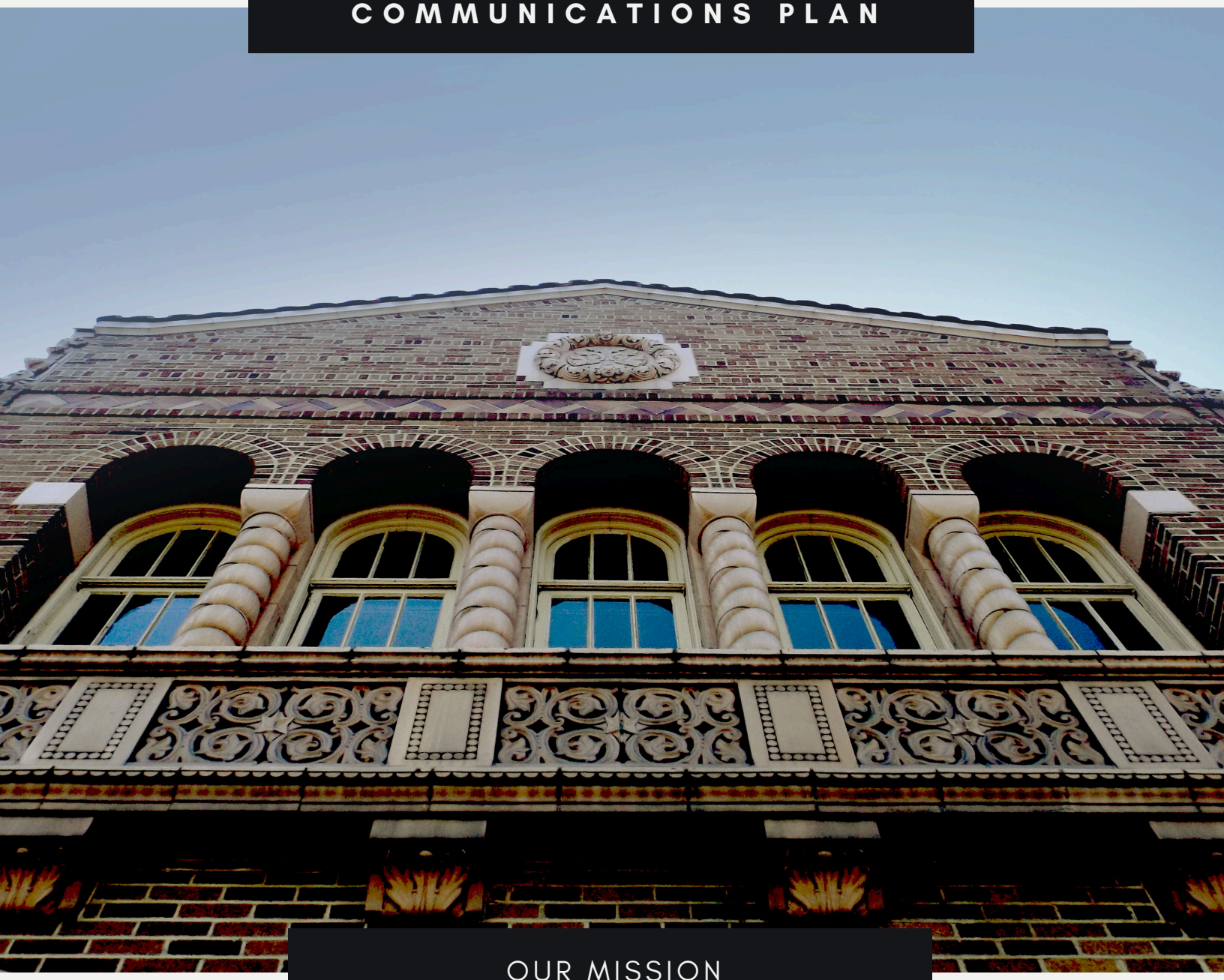
# Turlock Unified School District

## COMMUNICATIONS PLAN



## OUR MISSION

The Turlock Unified School District will effectively communicate and encourage connections with all internal and external stakeholders with the specific goal of fostering two-way dialogue among site and District administration, staff, students, parents, the Board of Trustees, and the Turlock community.



# Introduction

**This communication plan is intended to guide all of Turlock Unified School District's collective communication efforts. Effective and efficient communication is essential to the success of a school district. The purpose of the plan is to serve as a guide for connecting all stakeholders to timely information that will encourage two-way communication. TUSD strives to be an innovative school district, and this plan aligns with both the Strategic Plan and Local Accountability Control Plan to establish this identity and share great things that our students are doing in their schools and community. We hope you will join us in sharing "our story."**

# Mission

Turlock Unified School District will deliver effective instruction in a safe, equitable, supportive environment in partnership with our families and diverse community.

# Vision

All students will become self-motivated, responsible citizens who graduate college and career ready.

# Objectives

1. Students will demonstrate proficiency in all subjects.
2. Students will achieve personal goals tailored to their aspirations for college and career.
3. Students will develop and demonstrate positive character traits.
4. Students will earn a diploma or successfully complete their Individualized Education Program (IEP).







# Beliefs

## We believe that:

- Every person is unique and has inherent value.
- Every person can be a successful learner.
- People are accountable for their actions.
- Family engagement is essential to the academic and social-emotional success of students.
- Honesty, integrity, and respect build trust in all relationships.
- Motivation, grit, and mindfulness are necessary to achieve full potential.
- High expectations yield greater levels of performance.
- A quality education enriches all lives by creating and expanding opportunities.
- Positive role models inspire excellence.
- A service mindset is vital to a thriving community.



# Target Audiences



## Internal

- Students
- Staff
- Parents
- Board of Trustees

## External

- Parent Organizations
- Community Members
- Community Partners
- Business and Industry Leaders
- Elected Officials



# Communication Goals









## 1 Timely

Communicate through the appropriate channels in a pro-active manner.

## 2 Personalized

Foster meaningful connections among school, students, parents, staff, and the community.

## 3 Reciprocal

Provide many opportunities for two-way communication with parents and our Turlock community to actively engage with our schools.

## 4 Identifiable

Build and maintain our identity as an innovative school district.



# Objectives and Tactics

## Ongoing Training/Support for Administrators in Effective Communication with Staff/Public

- Provide information at Principal's meetings on communication strategies.
- Subscribe to school communication publications (National School Public Relations Association and California School Public Relations Association) and relay pertinent ideas and information to administrators.
- Supply administrators with easy-to-use communication tools as needed when issues arise.
- Provide communications training sessions to site-level staff.

## Regular Information on District-wide Issues

- Distribute information from meetings on need-to-know basis.
- Distribute all external publications and news releases to all employees via email and post on website.
- Issue short, bulleted FYI sheets to staff and parents on issues of immediate concern.
- Formalize a policy for district communication with teachers and site staff.

## System to Encourage Flow of Information from Parents/Community to District

- Encourage parents and community members to sign up for district-wide and school-wide electronic newsletters (when applicable).
- Conduct electronic surveys (email) at district and site levels to provide feedback on flow of information (i.e., LCAP Survey)
- Offer formal and informal meeting opportunities to receive input.
- Stay current with technology applications to better facilitate communication between parents and schools.

## Communications' Correspondences Publication and Distribution

- District/School informational brochures
- Site newsletters
- Press releases, as needed
- Post information on TUSD and site websites

## Civic, Community, and Religious Groups' Communication

- Attend community meetings as needed to provide information.
- Provide district communication materials to key leaders.
- Sustain current and develop new partnerships with groups.

## Community Visibility

- Attend community organization meetings.
- Promote TUSD on social media and encourage staff to share positive stories about TUSD.
- Share TUSD accolades and events with local news media.
- Seek business partnerships through contacts in local groups.
- Expand CTE business partnerships and increase the number of student internships in the community.

## TUSD Personnel Acknowledgment

- Highlight staff with features in District communications, outside media, and through recognitions.
- Create short videos focusing on a student, staff member, program, school department, etc.

# Strategies

## Simple Communications

- Use clear, concise and non-educational style for all general publications.
- Vary the types and level of communication to target diverse audiences.
- Translate communication pieces as mandated for various language groups.

## Information Sheets/Infographics

- Create information sheets/infographics on four or five topics such as district and state budgets, school safety, accountability, etc.; update them bi-annually, as needed
- Use template for uniformity so that new topics can be addressed rapidly.

## Timely Communications

- Prepare information sheets when appropriate to send out to principals, office managers, and other staff, as needed.
- Follow-up with memos or communications to all staff, if necessary.
- Make telephone calls, if in doubt.

## Face-to-Face Communications

- Utilize personal contacts to communicate important and difficult information.
- Encourage staff to relay messages through personal interaction when appropriate.

## Customer Service Focus

- Ensure concerns or questions are addressed.
- Never be dismissive.
- Actively listen to understand the message beyond the words.

## Training/Support

- Help staff understand that what they say to friends, neighbors, and people in the community has an impact on how TUSD schools are perceived.
- Engage frontline staff in the conversation, and make sure they have access to information immediately. They are the best link to the parents and community.

## Relationships in Our Community

- Develop relationships with businesses by keeping them informed of minimum days, late starts, etc.
- Ask for input on areas of concern.
- Develop key communicator groups and deliver messages to them as needed.
- Maintain a high level of visibility for the District through participation of key staff in various professional and community activities.

## Media Insights

- Pay attention to the type of stories aired or published. Note who is generally used as a source of information.
- Develop relationships with editors and education reporters.

## Message Preparation

- Study issues facing education and be prepared to respond with information sheets.
- Develop responses that represent our school or district message.
- Avoid technical jargon by keeping it simple and using quotable “sound bites,” when appropriate.
- Prepare stories in formats that match those used by the local media.
- Don’t use education lingo when preparing messages.

# Channels

**We will identify the communication tools that are most widely accepted and preferred by the community through annual surveys and adjust accordingly. Our current communication methods are:**

## 1 Interpersonal

- Board Meetings
- Committees (i.e., LCAP)
- Councils (Superintendent's Parent Advisory, Bond Oversight, School Site, ELAC/DELAC, CTE Advisory)
- Staff and Student Recognition Program
- Classified and Certificated Forums
- Back to School Night/Open Houses
- District and School Site Events
- Booster Clubs and PTA

## 2 Print

- Newsletters
- Brochures
- Outside media sources

## 3 Electronic

- Bi-annual Superintendent's Message
- Websites
- Social Media
- Email
- Family Link
- ParentSquare App
- Publications
- Board and Cabinet minutes
- Press Releases

## 4 ParentSquare

- Emergency, attendance, and other alerts sent via text, email, and social media.

## 5 Video

- Opening Day Kick-Off
- Instagram Reels



# School Site Communication Recommendations

- Two posts per week on site Facebook.

- Two posts per week on site Instagram.

- Newsletter mailed, backpacked home, or posted on ParentSquare at least quarterly.

- 1-2 short news articles per month on website homepage News or Feature Stories sections.

# Site Communication Norms

## School Social Media

**Use this checklist to ensure that your school's story STANDS OUT on social media!**

- ✓ Our logo is consistent on all platforms.
- ✓ Our photos celebrate students and our school.
- ✓ We use our customized hashtag on our posts.
- ✓ We include a graphic or photo with almost all of our posts.
- ✓ Our posts are well-distributed among activities and grade levels.
- ✓ We retweet other posts that share our hashtag.
- ✓ We share student videos, projects, or assignments once per month.
- ✓ We post reminders to highlight upcoming events.
- ✓ We highlight the use of technology in and out of the classroom.
- ✓ We share and celebrate our school brand.

# Evaluation




**Because different measures work best to assess effectiveness and engagement, a tracking system will be developed to measure both in TUSD's communication efforts.**

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| **Surveys** | Used to ascertain stakeholders' opinions via quantitative/qualitative data. |
| **Analytics** | Reviewed for District website and social media accounts to measure reach and engagement. |
| **Feedback** | Gathered both formally and informally to gauge the level of effectiveness of the Communication Plan. |

## CONTACT




**Marie Russell**
Director of Communications, Family Engagement and Outreach
mrussell@turlock.k12.ca.us
(209) 667-0632 Ext. 2304