Katy Independent School District

## Strategic Plan | Specific Result Report

**Goal 5 Action Plan Year 2 Priorities – 2023-2024**

**Call to Action:**

Katy ISD learners, through active engagement, achieve individual success while making positive contributions in an ever-changing world.

**Goal 5:**

Katy ISD will attract and support high quality staff members to optimize their impact on student learning and create a culture of staff retention.

**Specific Result:**

5.2 Evaluate the impact of existing employee communication channels and determine if there is a need to streamline staff communication.

**Summary Report:**

Internal communication channels were evaluated through a multi-step approach during the 2023-2024 school year to identify best practices and areas that could be improved. A survey was administered to principals and other administrative leaders during the fall semester to measure the effectiveness of information flow from the district to campus leaders via district-level communications channels including *The District Dish* staff enewsletter, weekly digital principal memorandums, and monthly Leadership Team meetings. The survey found that these communications tools were helpful in the sharing of high-level information that impacts districtwide practices. Areas identified as in need of improvement included information consistency and trickle-down. A focus group of principals and other administrators convened late fall to further review and pinpoint solutions for the latter concerns, with a particular emphasis on weekly principal memorandums. The focus group identified challenges, such as principals spending significant time reformatting and repackaging principal memo information in preparation for distribution to other staff, the timing of the release of said memos, and ease of identifying due dates communicated within the documents. As a result of the focus group's work, the timing of principal memorandum distribution was shifted from Thursdays to Mondays, and a new process was introduced in which relevant staff are copied (i.e., "cc") on the memo later the same week in which principals receive memos. Additionally, emphasis was placed on including due dates on the principal communications landing page.

A survey specific to *The District Dish* staff enewsletter was also conducted in January 2024. It measured staffs' perceptions of this communication tool. The findings from this survey included frustrations with repeated information, a desire for more staff recognitions and campus celebrations, and requests for board meeting information. Respondents valued the succinct information, praising the limited number of topics each week and expressing satisfaction with highlights on policy changes. Based on these survey results, feature employee articles will run in the "Top 6" on a more limited duration, and future *Dish* editions will include Board meeting dates and a link to recorded Board meetings.