

**KEY PILLAR 2: COMMUNITY AND COMMUNICATIONS****PRIORITY AREA: 2.3 Communication Planning**

Goal 2.3.A. Comprehensive Approach to Effective Communication Develop a plan to foster a comprehensive culture of communication between parents, staff and students. This plan is not limited to only classroom communication, this will be an all-inclusive approach to unify all communication between staff, parents, students and community.

Strategy/Action	Champion (person(s) responsible)	Performance Measures	Resources Needed/Source of Funding	Start Date	Completion Date
2.3.A.a. To provide families with opportunities to understand the transitional process between buildings. Explore parent orientation to help bridge the gap.	District Administration Building Administration Communication Department	Staff and parent survey results Number of transition-related events or orientation sessions offered per school year Parent attendance rate at orientation or transition events	District Budget	Fall 2026	Spring 2027
2.3.A.b. Create "Who Do I Ask" for parents.	Communication Department	Staff and parent survey results Completion and publication of the "Who Do I Ask" resource on the district and/or building websites	District Budget	Fall 2026	Spring 2027
2.3.A.c. "Springboard" Guides that help support positivity and consistency.	Communication Department	Staff and parent survey results Number of Springboard Guides developed and distributed per semester or school year Percentage of buildings or departments that utilize the guides	District Budget	Spring 2027	Spring 2028



Strategy/Action	Champion (person(s) responsible)	Performance Measures	Resources Needed/Source of Funding	Start Date	Completion Date
2.3.A.d. Clear expectations from district and building leaders on (who, what, when, why, where) communication.	District Administration Communication Department	Staff Surveys Completion and distribution of a district-wide communication expectations guide	District Budget	Fall 2026	Fall 2027
2.3.A.e. Create communication expectations for staff guide that includes social media rules and best practice.	Communication Department	Survey on confidence levels of use of social media Completion and distribution of the communication expectations guide to 100% of staff Number of professional development or orientation sessions that include training on the guide	District Budget Training Materials	Fall 2026	Fall 2027



Goal 2.3.B. Communication Tool Awareness Campaign (Parents) An Internal & external district wide campaign will be created that informs families, students and staff on how to effectively communicate and use school resources and platforms which will reinforce the partnerships needed to effectively educate our Ozark students.

Strategy/Action	Champion (person(s) responsible)	Performance Measures	Resources Needed/Source of Funding	Start Date	Completion Date
2.3.B.a. Create an educational campaign around how to better engage with the Ozark School District.	Communication Department	Parent Surveys	District Funding Campaign Materials	Spring 2025	Spring 2027
2.3.B.b. Create parent informational/training videos on classroom and district communication.	Communication Department	Parent Surveys Number of video views	District Funding	Spring 2025	Spring 2027