



Sun Prairie Area
School District

Futures depend on us...every child, every day.

STRATEGIC COMMUNICATIONS PLAN

2025–2028

The purpose of the Sun Prairie Area School District's Communications Plan is to ensure that our communications and engagement are strategic and aligned with the District's Mission, Vision, Equity Statement, and Strategic Framework.

This Strategic Communications Plan is a critically important tool as it provides a clear, coordinated roadmap for how the District engages with students, families, staff, and the broader community. It is informed by our Vision, Mission, Strategic Plan, School Board Expectations for Communicating/Engaging with the Public, Audit and Survey Results, NSPRA/WSPRA Best Practices, Public Relations Trends, Local/National Influences, and Public Participation Practices.

Vision

Recognized as a high-performing district of choice that reflects the cultures of our diverse community.

Mission

Inspire and prepare every child, every day, by providing relevant, engaging, and innovative learning experiences in and out of the classroom.

Our Commitment to Equity and Excellence Through Continuous Improvement



INTRODUCTION

In the Spring of 2025, the Sun Prairie Area School District began the process for the creation of a new 3-year Communications Plan. The previous plan was coming to an end at the end of May 2025. In closing out the 2022-2025 plan, the team has provided a spotlight report demonstrating the progress and impact. A copy of that plan can be found [HERE](#).

BOARD COMMUNICATION GOAL

The School Board has an operating expectation in place to ensure strategic two-way communication that is focused on building strong and positive relationships between the district and students, staff, parents/caregivers, and the community, with the shared goal of positive outcomes for students.

COMMUNICATIONS AUDIT

The communication audit served as the starting point for this strategic communications plan. The results will form the basic strategies for improving communication and will inform staff and the board on community attitudes and the effectiveness of current communication efforts, and also provide a framework for the district's future communications.

The audit included the following:

An inventory and review of all communications practices (Mass notifications, App, Peachjar flyers, School Newsletters, District Newsletters, Mailed publications), Social Media, Website Audit, Student Focus Groups, and Survey Results. A copy of that audit can be found [HERE](#).

DEVELOPMENT OF A COMMUNICATIONS COMMITTEE

The Communications Department invited community members, students, and parents/caregivers to participate, consisting of community members, students, and parents/caregivers.

Committee Charge:

The Communications Committee shall review the Sun Prairie Area School District communication work as a group and develop a communication strategy for the district within the parameters detailed below.

The Committee informs that a communication plan that:

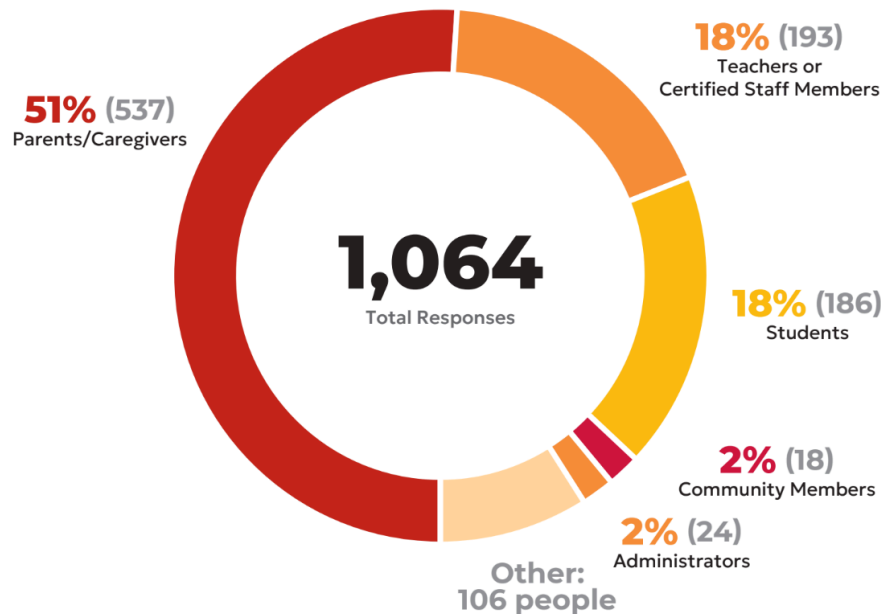
- Seeks robust two-way communication with all members of the school district community

- Provides information to the community and increases transparency in a way that builds trust
- Engages all community members who may not have a natural connection to the district in a thoughtful and meaningful way
- It is based on the District's Strategic Plan
- Builds on best practices in communication

This group met four times in total throughout March-May 2025. See Appendix A for more information about this committee, including the members and summaries from each meeting.

COMMUNICATION SURVEY

We created and surveyed to measure the communications experience for our students, staff, parents/caregivers, and community. The survey was administered using a Google Survey and was open from February 1 to 28, 2025. A copy of that audit can be found [HERE](#).



STRATEGIC PRIORITIES

This Communications Plan serves as a guide for strategic communication practices that will be phased in over three years. We are focusing on **eight strategic priorities**.

1. Ensure accessibility and equity in all communications and engagement.
2. Build and sustain trust.
3. Deliver relevant, personalized, and efficient communications.
4. Strengthen two-way communication and engagement.
5. Connect the community to our schools (the 70%).
6. Elevate internal communication and employee engagement.
7. Strengthen communication through training, tools, and strategy.
8. Build parent/caregiver/family engagement and belonging.

Equity is a foundational thread woven throughout our work and this Communications Plan.

SUN PRAIRIE AREA SCHOOL DISTRICT: STRATEGIC COMMUNICATIONS PLAN 2025-2028

The Communications Team will review this document monthly and update it as needed.

Strategic Priority #1: ENSURE ACCESSIBILITY & EQUITY IN ALL COMMUNICATIONS & ENGAGEMENT

Strategy: Deliver inclusive, easy-to-understand, multimodal content that meets families where they are.

Tactics	How does this tactic advance the District's equity work?	Action Steps	Evaluation and Measurable objectives- How do we know we are meeting our goals?	Timing
1. Require communications to be translated, captioned, and written at no more than an 8th-grade reading level.	Makes information accessible to all families regardless of background	Make part of our communication expectations.		Ongoing
2. Bottom line up front - Seek opportunities to provide summarized content, bullet points, and short videos in addition to the longer content.	Makes information more accessible and helps families get the main points	Longer emails have a summary up front		Fall 2025
3. Expand visual storytelling through infographics and short videos.	Makes information more accessible for more families	TBD	Increase infographic and video output. Video analytics.	Spring 2026

4.	Explore communication preference surveys to tailor delivery by demographic.	Ensures the District is listening to diverse voices and perspectives when making decisions, and helps the District better serve historically marginalized groups	TBD	Survey results are used to inform strategies and tactics.	Fall 2026
5.	Improve website accessibility	Makes information more accessible for more families	TBD	Increased SiteImprove scores for accessibility	Summer 2026
6.	Create site-based family inclusion and engagement guides.	Makes information more accessible for more families	Fall of each year - rounding with Patti	Guides on each school's website.	Ongoing
7.	Evaluate the user experience - how many clicks or calls are required to find the right information?	Makes information and processes more accessible for more families	TBD	Lower number of clicks/calls in the second round of tests after improvements were made	Spring 2026
8.	Creating website content and other communications to be mobile-friendly.	Makes information more accessible for more families	Trained staff at a Comms Camp	Improved SiteImprove scores for SEO on mobile	Ongoing

9.	Adapt our communication to the preferences of younger generations, ensuring messages are both accessible and engaging. (Gen Z and Gen Alpha)	Makes information more accessible for more families	TBD		Summer 2026
10	Provide regular training for school communicators (website, Blackboard) - reinforce the ADA and translation compliance work.	Makes information more accessible for more families	TBD	Training attendance and follow-through on topics.	Fall 2026

Strategic Priority #2: BUILD AND SUSTAIN TRUST

Strategy: There's a growing demand for genuine and transparent communication. Focus on delivering clear, honest messages. Position SPASD as the most reliable, transparent, and proactive source of district information.

Tactics	How does this tactic advance the District's equity work?	Action Steps	Evaluation and Measurable objectives- How do we know we are meeting our goals?	Timing
1. Continue to use the environmental scan protocol to seek places where we need to have a proactive response and correct misinformation.	Having a good reputation builds trust with our families and community.	Weekly scans in Comms and in Cabinet to identify topics that need attention		Ongoing
2. Launch a recurring series to report progress that focuses on honest storytelling, including both successes and challenges, to build trust and credibility. (In Focus)	Makes honest information about the District's progress more accessible for more families	Monthly In Focus Newsletter, Quarterly EFED Newsletter	Series analytics and improved trust scores on the annual perception survey	Ongoing
3. Find a tool and create a process to produce monthly Board Meeting Summaries.	Gives access to meeting notes for those who cannot physically attend the meetings in person.	Waiting for Dlligent to complete an AI tool that captures notes. Until then, we will continue exploring temporary	Evaluate the analytics of summaries to make improvements.	Summer 2025

		options for summary tools.		
4. Implement a Site Response Guide - Train leaders on transparency vs. confidentiality and when/how to communicate during sensitive events.	Families will receive accessible communication when sensitive events happen at their school	Draft completed 8/18 - Finalize end of September -Provide training during a Leadership Collaborative session		Summer 2025
5. Launch "Why We Do It" explainer campaigns for larger policy decisions.	Makes information about District practices more accessible for more families	<i>TBD</i>	Campaign analytics	Fall 2026
6. Create and Implement a Critical Communications Toolkit.	Provides resources to help schools respond to challenges	Draft completed 8/18 - Finalize end of September - Provide training during a Leadership Collaborative session		Summer 2025
7. Context matters. To offer perspective, create content comparing SPASD results to aspirational districts. Compare self to sites, self to state, self to nation.		In preparation for SP Exp 2/26, work on content that has a comparison to other districts	At least one comparison piece in each Sun Prairie Experience newsletter	Fall 2025
8. Educating our community: Explain why we have to be confidential in some situations	Makes information about District practices	Choose from these stories to elevate	Improved survey results on questions of trust in the District	Ongoing

	• If we can't tell what happened, tell what we are doing about the situation to ensure it doesn't happen again. • Explain why we can't communicate as fast as they want in some situations. • Explain why education itself is the way it is today. • Topic-based education issues such as: ○ Math and Literacy scores ○ Disruptive student behavior ○ Chronic Absenteeism ○ Career Development and the 11th-12th grade years	more accessible for more families			
9.	Give the Board yearly updates on OE-9 (keeping our community adequately informed)		In Progress	Compliance status	Ongoing
10	Equip adults with media literacy skills through targeted training, and actively engage families and the community in learning how to spot misinformation and evaluate credible sources.	Shared through EFED newsletter to diverse families	TBD	Improved survey results on questions of trust in the District	Summer 2026
11	Measure SPASD's reputation every year.	Ensure we promote the survey opportunities in places our diverse families will see them.	TBD	Improved scores on the annual perception survey.	Yearly

Strategic Priority #3: DELIVER RELEVANT, PERSONALIZED, AND EFFICIENT COMMUNICATIONS

Strategy: Streamline communication tools and tailor messages to family, school, and student-level needs.

Tactics	How does this tactic advance the District's equity work?	Action Steps	Evaluation and Measurable objectives- How do we know we are meeting our goals?	Timing
1. Update yearly a district-wide School Site Communications Playbook.		Keep a running list of updates to ensure they are incorporated into the new edition.	Adherence to Playbooks is evidenced in Rounding	Yearly
2. Explore personalization using merge tags and preference data.		<i>TBD</i>	Increased feelings of belonging in the school perceptions survey	Fall 2027
3. Reduce and consolidate redundant platforms; audit communication families receive at the district, school, and classroom levels.	Makes communications and engagement with the District more accessible for families with limited resources	Review of all tools, interview new companies that offer consolidated tools ongoing	Audit findings and efficiencies	Ongoing
4. Integrate AI tools for internal process automation.		Ongoing		Ongoing
5. Diversifying communication channels to meet our community where they are. This includes leveraging emails, our mobile apps, social media, and SMS to ensure	Communicating with the tools that our families use most.	Evaluation of current tools, interviewing companies with other tools, and	Improved results on the next communications survey	Ongoing

messages reach their intended audiences effectively.		using survey results to make informed decisions on where to go from here.		
6. Develop a district-wide commitment to customer service through training, secret shoppers, and surveys.	Helps the District to better serve its diverse families, particularly those from historically marginalized groups	<i>TBD</i>	Survey results	Fall 2027
7. Explore the addition of an AI search function to the District website to help families find the information and resources they are looking for more quickly.		Completed through Finaliste - will continue to update the content	Improved satisfaction with the website portion of the communications survey	Summer 2026
8. Follow an editorial content calendar to deliver timely and strategic communications to the community.		Evaluate the calendar each year to ensure priority projects and dates are mapped out		Ongoing

- **PR = Earned trust and reputation**
- **Marketing = Promoted message and action**

Strategic Priority #4: STRENGTHEN TWO-WAY COMMUNICATION AND ENGAGEMENT

Strategy: Make it easier and more meaningful for careholders to share their voice and feel heard. Remove barriers to attendance (ie, virtual options, childcare, translation).

Tactics	How does this tactic advance the District's equity work?	Action Steps	Evaluation and Measurable objectives- How do we know we are meeting our goals?	Timing
1. Family engagement plans have events/activities to welcome families to the school and, in turn, increase the sense of belonging at school.	Increasing a sense of belonging among all families creates a community that partners with schools for student success.	Yearly FEIP is created at each site and shared on the website. Measured success with this through a yearly survey question, "I feel like I belong at my students' school."	Feedback participation rates by school and subgroup Frequency of feedback loops (collection + response) Board reporting on OE-9: careholder outcomes	Ongoing
2. Where applicable, launch quick feedback tools (e.g., thumbs up/down on newsletters or websites).	Makes providing the District with feedback easier for families with limited resources.	TBD	Feedback tool results	Fall 2026

3.	Cause and Effect: Share out how feedback is being used ("You Spoke, We Acted" series).	Builds trust with the families we serve by showing how the District acts on feedback	TBD	Series analytics	Spring 2026
4.	Implement rubrics to evaluate department engagement practices.	Improves two-way communication and seeks to improve processes for gathering the perspectives of underrepresented groups	Each fall, rounding with directors to identify their project they are going to use the collaboration tool with.	Completed rubric demonstrating a public participation element.	Summer 2025
5.	Increase opportunities for dialogue through forums, listening sessions, and surveys. Remove barriers to attendance (ie, virtual options, childcare, translation).	Ensures the District is listening to diverse voices and perspectives when making decisions	Identify places for this to occur. Some include: Supt. Focus Groups, Coffee etc.	Event attendance and survey results	Ongoing
6.	Employ the IAP2 Spectrum across the district - seek opportunities to engage the community in two-way dialogue on key issues impacting our facilities, curriculum, transportation, students, staff, and families. Inform / Consult / Involve / Collaborate / Empower	Improves two-way communication and seeks to improve processes for gathering the perspectives of underrepresented groups	Find ways to improve two-way opportunities.	Improved survey results on feeling there is a place for the voice to be heard	Summer 2025

7.	Engage the community in the Strategic Planning Process for 2027	Ensures that the strategic priorities identified for the District are reflective of the diverse community it serves	<i>TBD</i>	Creation of a new strategic plan with IAP2 Strategies	Spring 2027
8.	Plan educational events for families to learn about our communication tools and how they can see how their student is doing: Infinite Campus, the app, etc.	Helps all families understand how to use the tools available to them, particularly historically marginalized populations	<i>TBD</i>	Event attendance	Fall 2026
9.	Host quarterly multilingual or affinity-group listening sessions where families can share feedback and see how their voices are shaping district decisions.	Ensures the District is listening to diverse and historically underrepresented voices and perspectives when making decisions	<i>TBD</i>	Listening sessions take place. Attendance at the sessions.	Spring 2026

Strategic Priority #5: CONNECT THE COMMUNITY TO OUR SCHOOLS (THE 70%)

Strategy: Showcase the value of public education and deepen community-school partnerships.

Tactics	How does this tactic advance the District's equity work?	Action Steps	Evaluation and Measurable objectives- How do we know we are meeting our goals?	Timing
1. Highlight the "Return on Investment" stories showing outcomes and impact.	Builds trust with the community we serve by showing how the District provides positive outcomes and impacts	Add to newsletters, social media graphics, In Focus, Annual Report and other places as the committees meet and develop results	Community involvement rates (volunteers, donors, event attendance) Positive media mentions and social shares Awareness of school/district initiatives via survey	Ongoing
2. Expand volunteer and donation pathways with clear calls to action.	Invites more diverse groups of people into our schools to help support students and staff	Add to Friday Morning Update for principals. Tell school leaders we have people who want to help in the schools. Ask where they see a need for more	Increase in volunteerism and donations.	Fall 2025

		volunteers, and the Comms Team will seek ways to find them. Collaborate with Community Schools. Check other District webpages for examples		
3. Launch community-facing campaigns around staff and student success and program outcomes.	Tells the stories of diverse student and staff successes and outcomes	<i>TBD</i>	Campaign analytics and increased support of the District in survey results and online sentiment	Summer 2026
4. Continue to align storytelling with the district's Strategic Plan.	The Strategic Plan was made in collaboration with our diverse community. Aligning storytelling with the Plan reinforces our commitment to serving our historically marginalized groups.	Annual Report, Sp Experience	Increased understanding of the District's Strategic Plan and how it guides the work.	Ongoing

5.	Public Relations - Showcase the credibility of our brand through positive media mentions and social shares. Track media mentions for sentiment.	Having a good reputation builds trust with our families and community.	Tracking document and also a strategic plan for pitching stories weekly	Positive media mentions and social shares	Ongoing
6.	Work with Parks and Rec to offer school tours for taxpayers the opportunity to see inside schools.	Provides diverse populations an opportunity to see our schools and showcases our Equity work.	TBD	Event attendance	Fall 2027
7.	Video # 4 - Showcase Video to be used for promotion of the District.	Showcases our Equity work to a wider audience.	TBD	Video analytics	Fall 2027
8.	Support the School Board in their Asset-Based Community Development (ABCD)	TBD	TBD	TBD	TBD
9.	Create a new Governance Video explaining how our School Board works.	Makes School Board Governance more accessible to diverse populations	TBD	Video analytics	Spring 2028
10	Continue to tie programs and opportunities back to Referendum fund promises.	Referendum promises included serving a rapidly changing population in an equitable way	In Focus, stories where we can demonstrate funds being uses, social media graphics, Annual	Increased understanding of and satisfaction with how Referendum funds are used.	Ongoing

		Report, and ongoing updates			
11	Launch a pennant campaign to align with Homecoming - it connects the community together.	Builds community pride and highlights our diverse students, families, and staff	Launch in conjunction with Homecoming parades	Number of photo submissions and campaign analytics	Yearly
12	Before launching major initiatives, gather input from the 70% of residents not directly connected to our schools and inform them early in the decision-making process.	Ensures the District is listening to diverse voices and perspectives when making decisions	TBD		Summer 2026
13	Provide invitations to events across the District, including music, theater, and sports - share live stream links so they can be viewed remotely.	Increases access to District events for families and community members, with particular attention to historically underrepresented populations	TBD		Spring 2026

Strategic Priority #6: ELEVATE INTERNAL COMMUNICATION AND EMPLOYEE ENGAGEMENT (STAFF)

Strategy: Foster a strong internal culture through purposeful, timely, and clear communication with staff.

Tactics	How does this tactic advance the District's equity work?	Action Steps	Evaluation and Measurable objectives- How do we know we are meeting our goals?	Timing
1. Train school leaders to communicate clearly and effectively with staff, focusing on messages that build purpose and recognition, and making sure managers have the right tools and training to support their teams.	Supports communication so that all staff are adequately informed, particularly those from historically underrepresented populations	Connect with Human Resources to work on a plan	Staff perception survey results on communication Leader self-assessment and peer feedback Participation in internal comms campaigns	Summer 2025
2. Elevate staff voice through their stories and experiences.	Increase areas where the stories of historically underrepresented staff are heard	TBD	Increased number of staff stories shared	Fall 2027
3. Using staff input, explore modifications to the weekly staff newsletter.	Ensures the District is listening to diverse voices and perspectives	TBD	Improved open rate	Fall 2027

	when making decisions			
4. Use internal polling intermittently to check staff communication satisfaction. Consider an anonymous site-level feedback tool.	Ensures the District is listening to diverse voices and perspectives when making decisions	Work with HR on a series of questions that align with the scorecard and communication goals	Polling results and improvement	Fall 2025
5. Leverage our employees as authentic voices to promote SPASD to prospective employees.	Seeking ways to diversify our workforce to more adequately match the demographics of the students we serve	TBD	Increased EGC used in comms	Spring 2026
6. Leverage LinkedIn for recruitment strategies and engagement with staff.	Seeking ways to diversify our workforce to more adequately match the demographics of the students we serve	Increase District presence on LinkedIn by sharing staff-relevant content	LinkedIn analytics & an increased number saying they found the position on LinkedIn when applying	Summer 2025
7. Work with Human Resources on communicating tools and programs that help strengthen staff morale.	Help employees feel supported and like they belong, particularly those from historically	TBD	Staff morale as measured by the perceptions survey	Spring 2027

	underrepresented groups			
8. Showcase the opportunities where staff can engage in two-way communication with the District, including employee workgroups.	Improves two-way communication and seeks to improve processes for gathering the perspectives of underrepresented groups	Include an article in a Staff Newsletter. Connect with HR.		Summer 2025

Strategic Priority #7: STRENGTHEN COMMUNICATION THROUGH TRAINING, TOOLS, AND STRATEGY

Strategy: Build long-term communications excellence through staff training, new tools, and public relations strategies.

Tactics	How does this tactic advance the District's equity work?	Action Steps	Evaluation and Measurable objectives- How do we know we are meeting our goals?	Timing
1. Develop and maintain a Critical Communications Toolkit.	Provides resources to help schools respond to challenges	Draft completed 8/18 - Finalize end of September - Provide training during a Leadership Collaborative session	Crisis response audit results Media sentiment trends Completion of professional development benchmarks	Summer 2025
2. Continue engagement with NSPRA and WSPRA for professional growth and benchmarking.		Attend NSPRA & WSPRA conferences. Create and follow a PD plan.	Completion of professional development benchmarks	Ongoing
3. Implement scenario-based communications training.		TBD	Training event attendance	Fall 2027
4. Monitor brand reputation and sentiment; deploy narrative forecasting to stay ahead of potential flashpoint issues.	Having a good reputation builds trust with our	Weekly check-in on potential issues at Comms	Continually updating and monitoring the Narrative Forecasting	Ongoing

	families and community.	Team & Cabinet meetings	tracker. Improved reputation and sentiment are evident in survey results.	
5. Pursue professional certifications and staff development for the communications team.		Create and follow a PD plan.	At least 2 PD opportunities for each Comms Team member per year. Investigate Accreditation in Public Relations (APR).	Yearly / APR by Spring 2028
6. Use data-driven decision-making to refine our strategies.	Ensures decisions are made with a solid basis to serve our families, particularly those from historically marginalized groups	TBD	Decision-making process mapped out with increased attention given to the Research phase, and highlighting the use of data.	Summer 2026
7. Look for the Key Communicators in our community and continue to cultivate relationships with them so they are equipped to help answer questions and combat misinformation.	Ensures the District is listening to diverse voices and perspectives when making decisions	Continue to update the existing list of Key Communicators with involved committee members and families	The Key Communicators list is updated. Increased connections with people on the list.	Ongoing
8. Explore real-time social listening and rapid-response protocols to protect brand reputation.	Having a good reputation builds trust with our families and community.	TBD	Feasibility studied and plans developed if warranted.	Summer 2027

9.	Increase the use of video in storytelling - develop 1-minute video series highlighting our students and programming	Makes information more accessible to all audiences	<i>TBD</i>	Increased video output & analytics	Fall 2027
10	Create a trend-spotting team - Establish a group dedicated to monitoring new tools, platforms, and communication strategies.	Ensures the District is listening to diverse voices and perspectives when making decisions	<i>TBD</i>	Creation of the team. List of new tools, platforms, and strategies reviewed by the Comms Team quarterly.	Summer 2026
11	Continue to utilize AI to streamline workflows and increase efficiency.		Ongoing	Decreased lead times on projects.	Ongoing
12	Developing and training principals and Cabinet into effective communicators.	Equips leaders to communicate with and serve all families, particularly those from historically marginalized groups	Create and follow a PD plan for the Comms Team to provide training to District leaders.	At least 1 Comms PD per semester	Yearly
13	Explore ways to grow our Communications staff to match the growth of our District and its increasing communication and engagement needs.	Increases the capacity of the Comms Team to serve families	<i>TBD</i>	Feasibility studied and plan developed if warranted	Spring 2027

Strategic Priority #8: BUILDING PARENT/CAREGIVER/FAMILY ENGAGEMENT & BELONGING

Strategy: Strengthen trust and build meaningful relationships with families from historically underserved and diverse populations by co-creating inclusive communication and engagement strategies that reflect their voices, needs, and cultural identities.

Tactics	How does this tactic advance the District's equity work?	Action Steps	Evaluation and Measurable objectives- How do we know we are meeting our goals?	Timing
1. Partner with our underrepresented families to develop site-based family engagement plans that include culturally relevant practices and preferred events and communication methods that engage with families of different races, abilities, languages, immigration statuses, socioeconomic statuses, sexual orientations, gender identities, and beyond.	Ensures the District is listening to diverse voices and perspectives when making decisions and improves District practices for engaging with historically underrepresented families	TBD	Portfolio of new strategies and improved perceptions survey results	Spring 2027
2. Create a Year 2 Family Engagement structure using Harvard's Dr. Karen Mapp's research/best practices.	Improves two-way communication and seeks to improve processes for gathering the perspectives of underrepresented groups	The Family Engagement Team, over the course of several meetings, will develop this together	Creation and utilization of the structure. Improved perceptions survey results.	Summer 2025

3.	Leverage our partnership with Community Schools to engage our community.	Ensures the District is listening to diverse voices and perspectives when making decisions and improves District practices for engaging with historically underrepresented families	Showcase CS in our publications, continuing to elevate the work	Increase in collaboration between the Comms Team and Community Schools	Ongoing
4.	Work with the Director of Systemic Equity and Inclusion to showcase the work of the department.	Showcases and explains the District's Equity work to a wide audience	Meet monthly with DSEI to showcase work through newsletters, Equity in Action event planning	DSEI initiatives are featured in each major District publication.	Ongoing
5.	Regularly feature stories that celebrate the experiences and contributions of diverse students, staff, and families across district platforms. In Focus, EFED, Hmong Newsletter, and more.	Showcases and explains the District's Equity work to a wide audience	Ongoing	Stories are shared in a variety of publications.	Ongoing
6	Explore a tool for families to share information and develop connections with one another. (directory)	Connects families from different backgrounds to support one another and improve outcomes for students	TBD		Summer 2027

ADDENDUM A: COMMUNICATION PLANNING COMMITTEE MEMBERS

The following is a roster of the Communications Committee participants. The district thanks participants for their participation.

- Bryn Horton, Board Member
- Albert Chen, Parent
- Chezyrae Baker, Staff and Parent
- Melissa Rafferty, Parent
- Mike Akselrud, Parent
- Shannon Reagan-Shaw, Parent and Caregiver
- Jason Boatright, Parent and Community Business Owner
- Myly Her, Parent
- Ian Graves, Student
- Michelle Forsythe, Parent
- Colleen Uhlenkamp, Parent
- Katie Mould, Principal and Parent
- Mike Cass, Community member
- Kara Pennoyer, Parent
- Dania Cannon, Staff
- Briana Kurlinkus, Staff and Parent
- Jennifer Yang, Staff
- Adam Mumm, Comms Team
- Patti Lux, Comms Team

ADDENDUM B: COMMUNICATION PLANNING COMMITTEE MEETING SUMMARIES

The charge: The Communications Committee shall review the Sun Prairie Area School District communication work as a group and suggest a communication strategy for the district within the parameters detailed below.

The Committee informs a communication plan that:

- Seeks robust two-way communication with all members of the school district community
- Provides information to the community and increases transparency in a way that builds trust
- Engages all community members who may not have a natural connection to the district in a thoughtful and meaningful way
- It is based on the District's Strategic Plan
- Builds on best practices in communication and successful communication efforts in the district

Communication Committee Meeting #1

Tuesday, March 18, 2025, 6-7:30 pm

[Presentation Slides](#)

Key Words at Key Times:

- We reviewed the current Communications Plan,
 - We discussed the strengths and weaknesses of the current plan
 - We heard other perspectives.
 - We responded to the prompt: What did you notice about the current plan?
-

Communication Committee Meeting #2

Tuesday, April 1, 2025, 6:-7:30 p.m.

[Presentation Slides](#)

Key Words at Key Times:

- We reviewed the communications survey and audit data.
 - We analyzed the feedback.
 - We asked questions about data and communication practices.
-

Communication Committee Meeting #3

Tuesday, April 15, 2025, 6-7:30 p.m.

[Presentation Slides](#)

Key Words at Key Times:

- We analyzed community dynamics and community mapping.
- We identified themes for the new communications plan.

- We connected and learned from each other.
-

Communication Committee Meeting #4

Wednesday, May 14, 2025, 6-7:30 p.m.

[Presentation Slides](#)

Key Words at Key Times:

TBD after our meeting tonight

ADDENDUM C: MAPPING THE COMMUNITY

In conjunction with a small community group, in December 2024, we began to identify/map our community. This mapping process helped us identify various groups of our community, understand their influence, and develop a strategy for engaging with them. We brought this work to the Communications Committee to help us review and add to the map. [The mapping grid](#) will be used when we communicate with our community

ADDENDUM D: IAP2 SPECTRUM OF PARTICIPATION

It is important to us that we have input in decisions that affect our staff and students. The International Association for Public Participation is a model of participation that the Communications Department follows. We collaborated with our committee members in the creation of this Communications Plan.

IAP2 Spectrum of Public Participation

