

Communications and Community Engagement

Year One Evidence

Questions Finalized - Nov 1
Survey administered (Week of Nov 3)
Develop 5-7 Analysis Charts for BOE
Data baseline analysis shared Dec 18
Strategic Plan Website Launched Jan 5
Survey administered Week of April 6
Data comparisons shared May 28

Audit of Brightarrow Starts September 4
Current Audit of Newsletters Oct 24
Newsletter platform identified and template
Feb 27
Identify online ADA checkers Feb 27
Train Administration March 17
Audit of Brightarrow Completed September
4
Implementation 2026-27 School year

Create Official District Facebook,
Instagram, You Tube, Flickr August 18
Populate Social Media Accounts August 18
Metric Create Metrics Dec 1
Increase # Followers (PTO, Staff Meetings,
Newsletters) Fall-Winter
Metric Analysis April 17
Metric Analysis August 18
ADA Website Updates April 2027




Year One Activities

Implement student,
staff and parent
perception survey
tools




Review district and
school newsletters
and communications

Implement ADA
compliant district
web and social
media presence

Strategic Goal Implementation Rubric: Implement Perception Survey

Category	 Not Yet Implemented	 In Progress	 Fully Implemented & Sustained
Survey Questions Finalized (by Nov 1)	Questions not finalized or lack alignment with strategic plan goals.	Questions drafted and under review; partial alignment to goal areas; feedback still being gathered.	Finalized with stakeholder input and clear alignment to strategic plan domains.
Survey Administered (Week of Nov 3)	Survey not yet administered or communication not initiated.	Survey scheduled or partially distributed; participation still developing.	Survey administered during target week with broad participation and clear communication.
Analysis Charts Developed (5–7 for BOE)	Charts not yet created or data unavailable.	Draft charts in development; initial analysis underway.	5–7 finalized charts created with clear visuals and insights for BOE review.
Baseline Data Analysis Shared (Dec 18)	Data not yet compiled or shared.	Preliminary analysis underway or partially shared.	Comprehensive baseline data shared by Dec 18 with key findings and takeaways.
Second Survey Administered (Week of April 6)	Second survey not yet administered or planned.	Survey preparation underway; communication and testing in progress.	Survey administered during target week with alignment to fall survey for comparison.
Strategic Plan Website Launched	Website not launched or lacks survey/data content.	Website framework in place; content being added or finalized.	Website launched by Jan 5 with survey data, visuals, and accessible summaries.

Strategic Goal Implementation: Review District/ School Newsletters & Comms

Category	 Not Yet Implemented	 In Progress	 Fully Implemented & Sustained
Audit of BrightArrow Starts (Sept 4)	Audit not yet initiated or plan not finalized.	Audit planning underway or partially started.	Audit launched by Sept 4 with documented process and responsible staff identified.
Current Audit of Newsletters (Oct 24)	Audit not yet conducted.	Review in progress or initial samples being collected.	Comprehensive review of district and school newsletters completed by Oct 24 with findings summarized.
Newsletter Platform Identified & Template Developed (Feb 27)	Platform not identified; no draft template in development.	Platform options under review or draft template being designed.	Platform selected and standardized template finalized by Feb 27 for districtwide use.
Online ADA Compliance Tools Identified (Feb 27)	Accessibility audit tools not identified or tested.	Tools being reviewed or tested for functionality.	ADA compliance tools identified and approved for district use by Feb 27.
Administration Trained (March 17)	No training planned or materials developed.	Training materials drafted or sessions scheduled.	All relevant administrators trained by March 17 on newsletter expectations, templates, and ADA standards.
Audit of BrightArrow Completed (Sept 4, 2026)	No post-audit completed or data not collected.	Follow-up audit in progress or data partially reviewed.	Final BrightArrow audit completed by Sept 4 with documented improvements and outcomes.
Implementation for 2026–27 School Year	Implementation planning not started.	Implementation plan drafted or pilot in progress.	Full implementation ready for launch at start of 2026–27 school year with sustainability plan in place.

Strategic Goal Implementation Rubric: ADA Compliant District Digital Presence

Category	 Not Yet Implemented	 In Progress	 Fully Implemented & Sustained
Create Official District Social Media Accounts (Facebook, Instagram, YouTube, Flickr) – Aug 18	Accounts not created or official approval pending.	Accounts partially created or in setup process.	All official accounts created by Aug 18 with verified branding and admin access.
Populate Social Media Accounts – Aug 18	Accounts created but no content posted.	Initial posts published; content plan under development.	Accounts populated with planned content by Aug 18; consistent posting schedule established.
Metric Creation – Dec 1	Metrics for social media engagement not defined.	Metrics drafted but under review or incomplete.	Metrics finalized by Dec 1 for tracking engagement, followers, and reach.
Increase # Followers (PTO, Staff Meetings, Newsletters) – Fall/Winter	No effort to track or increase followers.	Initial follower growth strategies implemented; partial tracking of engagement.	Follower growth strategies implemented; targets tracked and monitored for engagement during Fall/Winter.
Metric Analysis – April 17	No analysis of social media metrics conducted.	Preliminary analysis underway; partial data collected.	Comprehensive analysis completed by April 17 with insights to inform strategy adjustments.
Metric Analysis – Aug 18	No follow-up analysis conducted.	Partial analysis of metrics; trends not fully assessed.	Full metric analysis completed by Aug 18 with documented trends, recommendations, and next steps.
ADA Website Updates – April 2027	ADA updates not initiated; website accessibility not reviewed.	ADA compliance audit underway; updates in progress.	Full ADA website updates completed by April 2027; accessibility standards met and verified.