

# Berwyn South School District 100

## Communications Plan

### *Anchoring Communication in Our District Beliefs, Student, Staff & Family Connections, and Community Partnerships*

All communication efforts in Berwyn South School District 100 reflect and reinforce our shared vision, mission, and beliefs. This plan is rooted in the educational values that unite our schools and community and guide our communication based on the following principles:

**Vision Statement:** The vision of Berwyn South School District 100 is to inspire a passion for learning in every child.

**Mission Statement:** Our mission is to create inclusive learning environments where students take ownership of their academic and personal growth, embrace diversity, and strive to be positive influencers in our changing world.

#### **Core Beliefs:**

- We believe in providing students with rigorous and personalized learning opportunities that prepare them for academic excellence and future success.
- We believe in utilizing innovative instructional practices that encourage collaboration, creativity, and exploration.
- We believe in student-centered classrooms and schools that are supportive, safe, and responsive to the social and emotional needs of students, staff, and families.
- We believe in using several measures to determine student success and to make informed decisions that lead to continuous student growth.
- We believe in engaging with families and community members to create partnerships that actively support students' development and learning.
- We believe in creating and maintaining a culture where students and staff learn from each other, share ideas, and build supportive, collaborative relationships.
- We believe in enhancing our academic program by providing a variety of extra-curricular opportunities for students to develop and explore individual interests and talents.

#### **Board of Education Goals:**

- All students will be college- and career-ready by preparing them with 21st-century skills.
- Recruit, support, and retain high-quality staff.
- Create collaborative family and community partnerships.
- Provide a caring, safe, and healthy environment that supports the development of the whole child.
- Ensure efficient and effective management of resources.

**Purpose and Goals:**

The overarching goal of District 100's communications plan is to maintain strong internal and external communication systems to create open, two-way communication with all stakeholders. The district is committed to keeping the community informed and building support through open and authentic communication.

***Communication Objectives*****1. Strengthen Trust and Transparency**

Build and maintain public confidence through consistent, proactive, and authentic communication.

**Strategies:**

- Communicate openly about district priorities, decisions, and progress.
- Provide clear, accurate, and timely information on key initiatives, finances, and student outcomes.
- Establish consistent messaging across schools, departments, and platforms.

**2. Promote Two-Way Communication and Engagement**

Foster meaningful dialogue between the district and stakeholders through active listening and opportunities for dialogue.

**Strategies:**

- Create opportunities for feedback and listening sessions (surveys, community forums, principal coffees).
- Strengthen systems for responding to inquiries and concerns promptly.
- Use engagement metrics to adjust communication efforts and increase responsiveness.

**3. Celebrate and Amplify District Achievements**

Highlight student, staff, and district successes to build pride and district identity through consistent storytelling and celebration.

**Strategies:**

- Share stories that reflect the district's values, culture, and impact.
- Develop a consistent brand identity across newsletters, social media, websites, and press releases.
- Use storytelling and visuals to make communications more relatable and inspiring.

**4. Support Internal Communication and Alignment**

Ensure all staff receive timely, relevant information and feel valued and connected to district goals.

**Strategies:**

- Maintain regular internal communication channels.
- Support school and department leaders with communication tools and templates.
- Promote shared ownership of messaging around district initiatives.

**5. Enhance Crisis and Emergency Communication**

Ensure rapid, accurate, and compassionate communication during emergencies or sensitive situations.

**Strategies:**

- Maintain clear protocols for who communicates what, when, and how.
- Use multiple channels (phone, email, SMS, website, social media) for redundancy.
- Communicate post-crisis follow-up information, supports, and reassurance.

**6. Strengthen Family and Community Partnerships**

Build collaborative relationships that enhance student learning and well-being.

**Strategies:**

- Provide multilingual, accessible communication that meets diverse family needs.
- Partner with local organizations, city leaders, and community groups for shared outreach.
- Highlight opportunities for families to engage in learning and leadership.
- Build and sustain partnerships with community organizations, local businesses, and educational institutions that provide students with meaningful opportunities to apply learning, contribute to their community, and expand their educational experiences.

**7. Leverage Data and Continuous Improvement**

Use data to assess communication effectiveness and guide continuous improvement.

**Strategies:**

- Track metrics such as open rates, website, app and social media analytics, event attendance, and perception survey results.
- Review feedback regularly to identify communication gaps or misunderstandings.
- Adjust strategies based on measurable outcomes and stakeholder input.

*Internal and External Focus*

Communication efforts must consider both internal and external audiences using appropriate channels.

<b>Internal Audiences</b>	<b>External Audiences</b>
Board of Education	Parents/guardians/families

District leadership	Residents
School leadership	Community leaders
Certified staff	Business/Community Partners
Non-certified staff	PTAs/PTOs
Students	Potential employees
	Potential students
	Local high schools, colleges, and universities
	Alumni

### Internal Communication

Internal communication focuses on cultivating exchanges that develop a sense of connectedness, pride, and community among employees.

#### A. Strategies

- Strengthen internal communications to improve employee engagement and morale.
- Ensure the exchange of information within the district is unified under one voice and direction.
- Provide guidance and direction to staff for messages/initiatives in support of district and school goals.
- Provide ongoing support and professional learning for staff.
- Ensure staff are knowledgeable of FERPA to maintain student confidentiality.

#### B. Channels and Methods

- Frontline
- Staff Resource Site
- Curriculum Resource Site
- School Newsletters & Staff Updates
- District, department, and school email communication
- School and district staff meetings/institute days
- Professional development/school and district trainings

### External Communication

External communication focuses on engaging district stakeholders and magnifying the district's message to enhance visibility and transparency in the community.

#### A. Strategies

- Elevate the district’s image, brand, and reputation through existing platforms, including websites, social media, school newsletters, and local media.
- Develop relationships and partnerships with local media, businesses, and community leaders.
- Engage all members of the community, seek feedback, and provide timely responses to concerns.
- Coordinate communications to share relevant district news, market programs, and promote the district image.
- Provide materials in English, Spanish, and other languages.
- Promote innovation throughout the district by showcasing creativity and advancement.
- Communicate opportunities for families to engage in district-sponsored parent education and school and community events.
- Ensure parents/guardians receive timely and relevant information that pertains to their child and that personal information remains confidential.

## **B. Channels and Methods**

### **Digital & Print:**

- **District and School Websites:** Ensure up-to-date content and ease of use for families.
- **District App:** Ensure up-to-date content and ease of use for families.
- **District Social Media:** District 100 posts on platforms including Facebook, X, Instagram, and YouTube to share information on school/district events and celebrations. Social media platforms are utilized by the district to provide information, not to foster discussion. Individual schools, parent organizations, and district staff may utilize social media platforms for school and classroom information, and usage varies.
- **Seesaw and Schoology:** Ensure parent/guardian accessibility to learning management systems for regular information from classroom teachers regarding curriculum, assessment, and individual student progress. These platforms allow for two-way communication between teachers and parents/guardians.
- **Weekly Newsletters:** Newsletters sent to families from each school regarding weekly updates, important dates and information, and event reminders.
- **District and School Mass Notification Emails/Texts:** Email and text notifications from the district and schools regarding important information, student progress reports and report cards, attendance notifications, weather-related information, school closures, and emergency information.
- **Digital signage:** Important announcements posted on digital signs, as available at schools.
- **Press releases:** Information sent to media organizations, as relevant.
- **Surveys:** Provide opportunities for input and feedback from families through state and local surveys, including 5Essentials and school- and district-related surveys.
- **Student Handbook:** Provides families with important information about school expectations, policies, and procedures to ensure a safe, inclusive, and supportive learning environments for all students.

- **Board Policy Manual:** Serves as a guide that outlines the legal guidance, responsibilities, and procedures established by the Board of Education to ensure consistent, transparent, and effective governance of the school district.
- **Academic Progress:** Individual student academic data is shared regularly throughout the school year, including progress reports, report cards, results of state and local benchmark assessments, and parent access to monitor student classwork and homework through Seesaw and Schoology.

#### **In-Person Communication:**

- **Board of Education Meetings:** Follow the Open Meetings Act (OMA) to ensure advance notification of meetings to encourage attendance. Meetings are also livestreamed and posted on the website, and open meeting minutes are posted based on OMA requirements.
- **Parent-teacher conferences:** Conference dates are shared with families when the school calendar is released. Parents are invited to meet with teachers to discuss their child's progress at these scheduled times, as well as other times established between parents and teachers as necessary.
- **District and school family events:** Information regarding events, including curriculum nights, student recognition events, and parent workshops, is shared with families.
- **PTO/PTA Meetings:** All parents/guardians are invited to attend and participate in their school parent organizations.
- **IEP/504 Meetings:** Scheduled meetings to develop or review an IEP or 504 plan to ensure each student receives the individualized support and services they need to succeed in school.
- **Parent/Staff Meetings:** Scheduled in-person meetings are prioritized to promptly address concerns from parents and/or staff members in all roles within the district, including but not limited to academic progress, disciplinary issues, social-emotional well-being, attendance, curriculum and instruction, and district and school policies and procedures.
- **Translation:** District 100 will make every effort to provide in-person or virtual translation services in multiple languages, as needed.

### ***Assessment and Accountability***

Monitoring and measuring the effectiveness of communication is an essential component of the District Communications Plan and guides continuous improvement and necessary adjustments to the plan and/or its strategies.

#### **A. Strategies**

- **Data Tracking:** Monitor website page views, learning management system participation, email open rates, and social media engagement.
- **Surveys:** Use electronic surveys to gather feedback and collect quantitative information regarding communication procedures.
- **District/School Events:** Collect attendance and participation data at workshops and events.
- **Review:** Review and update the District Communications Plan annually.