Powell County School District

Communication Plan

INTRODUCTION

The purpose of the Powell County Schools Communication Plan is to establish a clear and consistent approach for sharing information with all internal and external stakeholders while maintaining a consistent stream of two-way communication. This plan serves as a roadmap for the district, outlining communication methods and ensuring efforts are aligned with the goals and priorities of the Powell County School System.

MISSION

The mission of the Powell County School System is to commit to preparing and inspiring all students to be lifelong learners who are self-sufficient, responsible, and productive members of our community.

VISION

Our vision for student success is one in which we develop our students into learners who embody the 4Cs of the Powell County Schools' Learner Profile as they shape their future as Collaborators, Communicators, Contributors, and Critical Thinkers.

COMMUNICATION GOALS

1. Equip staff with effective communication strategies to enhance interactions with students, families, and community partners.
2. Strengthen transparency to encourage meaningful stakeholder feedback and participation.
3. Identify and expand opportunities to increase public awareness through school and district events.
4. Provide accessible, detailed communication channels to meet the needs of all stakeholders.
5. Foster community and stakeholder involvement through consistent, engaging communication efforts.

AREAS OF COMMUNICATION

The Powell County School District is committed to maintaining open, transparent, and continuous communication with stakeholders to build trust and foster strong relationships with the best interest of students in mind. The following details areas of communication that the district maintains for various entities, including but not limited to:

- Students
- Guardians & Families
- Staff
- Community

Lines of Communication for Students	
Activity/Tool	**Description**
PCS Student Code of Conduct	Explains academic and behavior policies along with global expectations.
PCS Website	Houses relevant student links and communication for academic and personal success
STOP Tipline	Provides an anonymous tool to report information contributing to the overall well-being of the school and the individual student.
Morning Announcements	Each school conducts morning announcements regularly to provide students with information regarding school and district-based activities and events.
Open House Events	Each school hosts a variety of Open House and/or Family Engagement Events to provide informational sessions, academic advancement opportunities, and culture-building activities.
Orientation Activities	Schools facilitate orientation events for incoming Kindergarten, 6th Grade, and 9th Grade students.
Infinite Campus	Students are able to track attendance, grades, assignment information, and behavior activities.
Approved Communication Tools	Access is provided to district-approved communication tools (like G-Mail) to safely communicate with staff members.
Student Feedback Surveys	Various feedback surveys are administered to students in order to gauge different aspects of their school environment.

Lines of Communication for Guardians & Families	
Activity/Tool	**Description**
Back to School Nights	Events hosted by each school prior to the beginning of school, where students and families can “Meet the Teacher” and tour the school.
Parent-Teacher Conferences	Schools regularly host Parent-Teacher Conferences. Guardians are able to meet with teachers to discuss relevant aspects of their child’s education.
Approved Communication Tools	All school staff are available via email communications and have access to all aspects outlined in the Traceable Communications Policy.
Infinite Campus Parent Portal	Guardians are able to view grades, assignments, attendance, and behavior instances in the Parent Portal.
SBDM Meetings & Board of Education Meetings	Each school holds monthly, regularly scheduled SBDM meetings that are open to the public. The district holds monthly, regularly scheduled Board meetings that are open to the public.
Student Code of Conduct	Explains academic and behavior policies along with global expectations.
ParentSquare	All guardians are afforded access to ParentSquare communications, including posts, alerts, messaging, mass calls, mass e-mails, and mass texts.
Orientation Events	Schools facilitate orientation events for incoming Kindergarten, 6th Grade, and 9th Grade students.
Social Media	The district and each school maintain a Facebook page that is utilized as a bulletin to communicate information and post upcoming events.
PCS Website	Website is maintained to provide information and resources.
Meeting Availabilities	Meetings (whether in-person or via phone conversation) are regularly open with staff members for guardians.
Volunteer Opportunities	Parents are encouraged to volunteer at schools in accordance with School Board policies.
Parent & Family Surveys	Guardians may participate in various surveys that are offered throughout the school year.
STOP Tipline	Provides an anonymous tool to report information contributing to the overall well-being of the school.

Lines of Communication for Staff Members	
Activity/Tool	**Description**
PCS Staff Handbook	Communicates the expectations of all staff members throughout the school year.
Staff Training Days	Annual training dates are available for staff trainings, providing opportunities for question-and-answer sessions.
Weekly Communication	PCS Weekly Communication is sent to each staff member, detailing important information, activities, due dates, upcoming events, and current initiatives.
Building-Level Staff Meetings	Staff Meetings are held regularly at each school.
School-Based PLCs	Academic PLCS are held regularly at each school.
SBDM Meetings & Board of Education Meetings	Each school holds monthly, regularly scheduled SBDM meetings that are open to the public. The district holds monthly, regularly scheduled Board meetings that are open to the public.
Approved Communication Tools	Access provided to ParentSquare, G-Mail, Google Calendar, and other relevant communication tools.
Tools for Proper Reporting	Tools are provided for proper reporting in various departments (including but not limited to): STOP Tipline, Maintenance Request, Technology Request, Professional Meeting Request, and Purchase Requests.
Meetings Available	Meetings are available for all staff members to their direct supervisor and, depending upon protocol, the Superintendent.
Leadership Meetings	Weekly Leadership Meetings are held for district administrators, monthly Leadership Meetings are held for principals, and each school has various teams that meet regularly.

Lines of Communication for Community Members	
Activity/Tool	**Description**
Social Media	The district and each school maintain a Facebook page that is utilized as a bulletin to communicate information and post upcoming events.
SBDM Meetings	Regularly scheduled SBDM Meetings are held monthly and are open to the public.
Board of Education Meetings	Regularly scheduled Board of Education Meetings are held monthly and are open to the public.
PCS Website	Website is maintained to provide information and resources.
PTA/PTO Meetings	Various schools within the district have active PTO/PTA Meetings and Events.
Individual Meetings Available	Meetings with staff members at the school or district are available upon request.
Community Partnerships	PCS upholds many community partnerships that provide an open means of two-way communication.