

Wrangell Public Schools

Communication Plan

School Board Members:

- **John DeRuyter, President**
- **Elizabeth Roundtree, Vice-president**
- **Angela Allen, Secretary**
- **Dan Powers**
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Bulletin Boards

Email

Facebook

Face to Face Meetings

Fax

Flyers

Facebook

Local Media

Newsletters

School Bulletin

School Messenger

Telephone/Text

USPS Mail

Website

Revised: October 2025

Target Audiences

•Business members
•Community members
•Parents
•Staff members
• Students

Strategies

1. **KEEP COMMUNICATIONS SIMPLE**
    a. Use clear, concise, and non-educational style for all general publications
    b. Vary the types and level of communication to target diverse audiences

2. **COMMUNICATE EARLY AND OFTEN**
    a. When appropriate send information out to principals and other staff
    b. Follow up with communications to all staff if necessary
    c. Make telephone calls if in doubt

3. **COMMUNICATE FACE TO FACE**
    a. The more difficult the situation, the more important it is to communicate face-to-face
    b. Encourage staff to relay messages through personal interaction when appropriate
    c. When possible, use natural voice to record messages on school messenger

4. **KEEP COMMUNICATIONS BRIEF AND TO THE POINT**
    a. To keep a person's attention, be brief and to the point
    b. Use bullet points when appropriate
    c. Highlight message in the title
    d. Proofread all documents for errors

5. **EMPHASIZE SERVICE**
    a. People should leave feeling like they have been heard
    b. Never be dismissive
    c. Actively listen to understand the message beyond the words

6. **TRAIN STAFF**
    a. Train staff to understand that what they say to friends, neighbors and people in the community has an impact on how Wrangell Public Schools are received
    b. Use email to relay information. These should be given to all schools including principals, teachers, and classified staff as appropriate
    c. Engage frontline staff in the conversation and make sure they have access to information immediately. They are the best link to the parents and community

7. **DEVELOP RELATIONSHIPS WITH OUR COMMUNITY**
    a. Develop relationships with merchants by keeping them informed
    b. Ask for input on areas of concern through surveys
    c. Maintain a high level of visibility for the district through participation of key staff in various professional and community activities

8. **STUDY THE MEDIA**
    a. Pay attention to the types of stories aired or published
    b. Note who is generally used as a source of information
    c. Develop relationships with editors and reporters

9. **PREPARE OUR MESSAGES**
    a. Study issues facing education and be prepared to respond with information
    b. Develop responses that represent our school or district message
    c. Don't use education lingo when preparing messages

Methods

1. **EMAIL COMMUNICATION –** Wrangell Public School's Communication Survey shows that Email is the preferred Communication by parents and staff
    a. School Bulletins/Newsletters
    b. Important Announcements
    c. Press Releases
    d. Letters from the Superintendent (as needed)

2. **PRINTED MATERIALS**
    a. Important Announcements

3. **PUBLICATIONS POSTED ONLINE** – Wrangell Public Schools can save money and time by continuing to provide most of our printed materials on our district's website and move away from paper communications. Our on-line archives include:
    a. School Board agenda/minutes
    b. Master Events Calendar
    c. School Bulletin

SOP NO. 1 - DISTRICT COMMUNICATIONS

1. **PURPOSE:** To establish uniform procedures for district communications.

2. **AUTHORITY:** Superintendent or designee

3. **RESPONSIBILITY:** All employees

4. **PROCEDURES:** The following are procedures for district communications:

   a. Employees should check their email at least once each workday and immediately acknowledge receipt as appropriate. If unable to comply with an email request at the time requested, then the email recipient should communicate such and collaboratively determine a response date.

   b. Employees should respond to telephone inquiries as soon as possible, but no later than 24 hours after receipt of a message indicating a telephone call.

   c. If there is any question about whether responding to an email or phone call falls within the responsibility of an employee, the employee should immediately refer the matter to his/her supervisor.

   d. Employees who are out of the office, and offline, should initiate an email autoreply offering another school district employee as a contact. They should also place a similar message on their telephone when out of the office, or they may forward their phone as appropriate. This is especially important for less than 12-month staff members who are out of the office during the summer break.

   e. Voice mail greetings and automatic email responses should direct individuals to the district office for assistance during the summer months.

   f. When sending email to large groups (i.e., a staff group), the BCC feature should always be used. This feature prohibits a “Reply All” and keeps email limited to the intended recipients.

   g. Create an email signature block. Contact IT for assistance if needed.
      1. First Last Name
      2. Department/Position
      3. Phone/Fax
      4. Mailing Address

Outgoing Correspondence and Publications

Location	Types of Publications	Sent Out	Person Responsible
District Office	Newspaper	As appropriate	Superintendent
	Website	Updated as needed	IT Coordinator
	School Messenger	As needed	Tech Director
	Email	As needed	Superintendent
	Facebook	As needed	Administrative Asst.
School Sites	School Bulletin	Weekly	School Secretary
	School Newsletter	Monthly	Principal
	Website	Updated as needed	School Secretary
	School Messenger	As needed	Tech Director
	Email	As needed	Principal
	Facebook	As needed	School Secretary
	Mailings	As needed	School Secretary

School Closure

During an emergency school closure, attempts will be made to notify the public in the following manner:

- KSTK Radio
- Text message/phone calls via School Messenger
- Wrangell Public Schools Facebook page – Wrangell Community page
- Other methods as determined appropriate for the situation

Conclusion

The communications plan is an outline for communications efforts. If the district's needs change significantly, this plan will be edited. This plan will be updated annually to reflect progress and new goals.

Appendix A
Communication Mandated by Policy/Statute

Policy/Statute Number	Item	Date
BP-0410	Nondiscrimination: The superintendent shall notify students and parents of the district's policy on nondiscrimination and related complaint procedures.	Annually
BP-0510	School District Report Card: The district shall prepare and disseminate a report card.	Annually
AR-3514.1	Hazardous Substances and Pesticides: The Principal shall provide written notice to parents/guardians that pesticides may be used in or around the school. The notice shall explain how a parent may register to receive notification at least 24-hours prior to pesticide treatment.	Annually at the beginning of the school year
BP-4030	Nondiscrimination in Employment: The Superintendent or designee shall publicize this policy throughout the district and the community.	Annually
BP-4119.12	Prohibition of Harassment: This policy shall be posted on the district's website and in a central place in each school building and the Central Office.	Permanent Posting
BP-5040	Student Nutrition and Physical Activity: The district/school will provide information about physical education and other school-based physical activity opportunities before, during and after the school day; and support parents' efforts to provide their children with opportunities to be physically active outside of school. Such support will include sharing information through a website, newsletter, or other take-home materials, special events or physical education homework.	Ongoing

BP-5040	Student Nutrition and Physical Activity: The school board will receive a summary report on district-wide compliance with the established nutrition and physical activity goals, based on input from the schools within the district. The report will also be distributed to advisory councils, parent/teacher organizations, school principals, and will be made available to the public.	Periodically
AR-5125 EXHIBIT-5125	Student Records Notification of Rights: The notice will be provided to parents of students currently in attendance to inform them of their FERPA rights, as required by federal regulation.	Annually
BP-5125.1	Directory Information: The District, before making directory information available, shall give public notice of the information, which it has designated as directory information. This notice shall also identify all disclosures required by state and federal law unless parents opt out of such disclosure.	Annually at the beginning of the school year
AR-5131.62	Tobacco: The administration will notify students, families, education personnel and school visitors of part or all of the tobacco-free policy in any of the following: handbooks, newsletters, announcements, programs, on posted notices or signs at building entrances and other prominent locations and by other efficient means. To the extent possible, schools and districts may use local media to publicize the policies and help influence community norms about tobacco use.	Ongoing
BP-5141.3	Health Examinations: The district will notify parents of physical exams of screenings of students, except for routine vision, hearing, or scoliosis screenings.	Annually
BP-5142.3	Restraint and Seclusion: This policy shall be reviewed with school personnel.	Annually
BP-5145.5	Prohibition of Harassment in Education: This policy shall be posted in a central place and age-appropriate information regarding it shall be distributed to students on an annual basis.	Annually

BP-5145.15	Student and Family Privacy Rights (Student Surveys): At least two weeks prior to the administration of a questionnaire or survey, whether anonymous or not, that requires parental consent, the school shall provide each student's parent or legal guardian with written notice explaining: 1. How and where the parent may preview the survey. 2. How the survey will be administered. 3. How the survey results will be used. 4. Who will have access to the questionnaire, survey or results; and 5. For those surveys which are not anonymous, explain that written parental consent is required before participation in the particular survey and include a permission form to be returned by the parents, with instructions that the form must be returned at least two weeks before the survey.	Two weeks prior to administration of a questionnaire or survey
BP-5145.15	Student and Family Privacy Rights (Notification of Rights): The Superintendent or designee shall notify parents/guardians of: 1. This policy, as well as its availability upon request. 2. How to opt their children out of participation in activities as provided in this policy. This notification shall be given to parents/guardians at least annually, at the beginning of the school year and within a reasonable period after any substantive changes in this policy.	Annually
EXHIBIT-5415.15	Student and Family Privacy Act (The Protection of Pupil Rights Amendment and Alaska Law): The district will notify parents and eligible students of the specific of approximate dates of the following activities: • Collection, disclosure or use of personal information for marketing or sales purposes • Administration of any protected information survey • Any non-emergency, invasive physical examinations, or screening	Annually

BP-6013	School Closure: Emergency school closings and/or the non-operation of school busses due to severe conditions will be announce to the community as soon as possible.	As soon as possible when there is an emergency school closure and/or the non-operation of school busses
BP-6114	Crisis Response Plan: Notice of completion of the annual review and update and the location of a school's crisis response plan shall be posted at each school in the district. Each school's crisis response plan shall be printed and available for inspection by the public.	Annually
BP-6142.1	Family Life/Sex Education: Parent/guardians shall be notified in writing at least two weeks before students are offered any instruction, description, illustration, or discussion on human reproduction or sexual matters, including human reproductive organs and their functions, processes, or diseases. This notification shall inform parents/guardians that they may review the credentials of any presenter who is not a certificated teacher of the district, and that they may request, in writing that their child not attend the class.	At least two weeks before students are offered instruction
BP-6145.22	Concussion in Student Athletes: The District will distribute a concussion fact sheet to students participating in District-sponsored sports, and to their parents/guardians.	Annually
BP-6162.5	Student Learning Assessment: Parents shall be informed of the testing program of the schools and of any special tests that are to be administered to their children. The Superintendent or designee will report the latest assessment of student achievement to the public.	Annually

BP-6174	Bilingual – Bicultural Education/Limited English Proficiency: The district shall notify parents of students qualifying for LEP programs regarding the instructional program and parental options, as required by law.	Annually at the beginning of the school year
BP-6174.1	Indian Education Program: Parent(s)/guardian(s) of Indian students will be involved in and consulted about the development, implementation, operation, and evaluation of the Indian Education program. There will be a formal meeting annually to review the program and district-related policies. Parents/guardians of Indian students will receive information regarding their role in improving the academic achievement of their children.	Annually/Regularly
BP-6175	Migrant Children Program: Parents/guardians of migrant students will be involved in and regularly consulted about the development, implementation, operation, and evaluation of the migrant program. Parents/guardians of migrant students will receive instruction regarding their role in improving the academic achievement of their children.	Regularly
BP-7324	Minutes: All approved minutes and associated portions of the official record shall be available to the public upon request at the Superintendent's office during regular business hours.	Ongoing
Asbestos Hazard Emergency Response Act (AHERA) which enacted, among other provisions, Title II of the Toxic Substances Control Act (TSCA) 15 U.S.C. sections 2641 through 2654	Asbestos Hazard Emergency Response Act (AHERA): Annual notice containing: 1. The inspection of all public and private school buildings for Asbestos Containing Materials. 2. The identification of circumstances requiring response actions. 3. Description of appropriate response actions. 4. The implementation of response actions.	Annually

	5. The establishment of re-inspection and periodic surveillance program for Asbestos Containing Materials. 6. The establishment of an operations and maintenance program for friable Asbestos containing materials. 7. The preparation and implementation of asbestos management plan by Local Education Agencies and the submission of the management plans to the State Governor, who may review the management plans and approve or disapprove them; and 8. The transportation and disposal of Asbestos Containing material waste from schools.	