# Cheltenham School District

# Communications Plan
# Spring 2025

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Jessica Keene, Director of Student Services
Jonthan White, Safety and Security Manager

**SCHOOL LEADERSHIP**

**Cheltenham Elementary:** Shareese Nelson, Interim Principal; Kellie Porter, Vice Principal
**Glenside Elementary:** Dr. Michelle Robinson, Principal; Byron Ryan, Vice Principal
**Myers Elementary:** Jason Lytle, Principal; Jazmin Postell, Teacher on Assignment
**Wyncote Elementary:** Jim Taylor, Principal
**Cedarbrook Middle School:** Craig Metcalfe, Principal;
Adicia Cohen Johnson, Vice Principal; Cheree Atwood, Vice Principal;
Dr. Elsie Russell, Lead Administrator/Interim Vice Principal, CBK East
**Cheltenham High School:** Dr. Benjamin Hammond, Principal;
Lori Felgoise, Vice Principal; Mark Hoff, Vice Principal; Jennifer Lennon, Vice Principal;
Dr. Curtis Callands, Vice Principal; Dr. Christine Zubairu, Vice Principal, EPIC
Samuel Sheridan, Vice Principal/Athletic Director

**Mission Statement**
The mission of Cheltenham School District is to provide inspiration and resources for every student to achieve academic excellence and pursue their highest potential by creating an equitable and inclusive community that fosters social and emotional well-being and a passion for learning.

**Vision Statement**
“Belong, Engage, Seek Justice” - Cheltenham School District is a community where all students know they belong, engage and excel in their learning experience, and are prepared to act as champions of social justice.

**Introduction**

Effective communication is essential for the success of any public school district. A communication plan can be an essential tool for any public school when aligned with the district's mission, vision, and strategic plan. It helps school boards, administrators, faculty, and staff to ensure that all stakeholders are informed of important updates, goals, events, and changes. It also provides a clear strategy for how communications should be delivered, who should receive them, and when they should be sent. A communication plan helps to ensure everyone is on the same page and is kept up to. It will also help to promote transparency and build trust between the district and our various stakeholders, including parents/guardians, students, and the community.

This plan includes key strategies that are tailored to the district's needs. These strategies include both in-person and online channels of communication that are easily accessible and consistently utilized. The plan also provides clear and open communication channels for feedback and input.

This communication plan is intended to provide consistent communication that ensures all stakeholders, internal and external, have timely access to information. The plan will identify specific communication channels and strategies for using those channels. When stakeholders know the locations and methods in which the district communicates, it will decrease confusion and miscommunication, as well as reduce the amount of time and resources needed to select and maintain communications on different platforms.

The Cheltenham School District Communications Plan aims to create a cohesive and informed community through transparent, timely, and engaging communication. By implementing this plan, we strive to build trust, foster collaboration, and promote the success of all students within our district.

**Purpose**
The purpose of this communications plan is to ensure effective and transparent communication within the Cheltenham School District. It aims to facilitate information sharing, build community trust, and promote engagement among stakeholders including students, parents/guardians, teachers, staff, and the wider community.

**Objectives**
- Enhance transparency and clarity in all communications.
- Improve engagement and collaboration between the district and its stakeholders.
- Promote a positive image and reputation of the Cheltenham School District.
- Encourage feedback and input from stakeholders to improve district operations.

**Key Audiences**

External
- Businesses
- Legislators
- News Media
- Parents/Guardians
- Parent Teacher Organizations
- Realtors
- Religious leaders
- Senior Citizens
- Cheltenham municipal governing bodies
- Taxpayers

Internal
- Board of School Directors
- Students
- Administrators
- Support staff
- Teachers

**Communication Channels**
- **Website:** Maintain an updated and user-friendly website with information on district policies, news, events, and resources.
- **Social Media:** Utilize Facebook, Twitter and Instagram for regular updates, event promotions, and community engagement. Utilize YouTube for video updates.
- **Email Newsletters:** Weekly newsletters to parents/guardians and stakeholders with highlights, upcoming events, and important announcements.
- **Press Releases:** Issued to local media outlets for major announcements, achievements, or emergency notifications.
- **Direct Communications:** Utilize robocalls, SMS alerts, and email notifications for urgent messages or emergencies.

**Messaging Guidelines**

- **Branding:** Utilize key messages gleaned from branding project.
- **Clarity:** Use clear and jargon-free language in all communications.
- **Consistency:** Maintain consistency in messaging across all channels.
- **Timeliness:** Ensure timely responses and updates, particularly during emergencies or controversial situations.
- **Transparency:** Be open and honest in communication, especially regarding decisions that affect stakeholders.
- **Two-way Communication:** Encourage feedback, suggestions, and questions from stakeholders and provide mechanisms for them to do so.

**Evaluation and Feedback**

- Regularly assess the effectiveness of communication strategies through surveys, feedback forms, and analytics.
- Use feedback to continuously improve communication processes and address any gaps or concerns.

**Budget and Resources**

- Allocate sufficient resources for maintaining communication channels, including staffing, technology, and marketing materials.
- Seek opportunities for partnerships or sponsorships to enhance communication capabilities without additional costs.

**Stakeholder Engagement**

- Foster partnerships with community organizations, businesses, and local government to enhance community engagement and support for district initiatives.
- Encourage involvement in school events, committees, and volunteer opportunities.

**Monitoring and Reporting**

- Establish metrics to monitor the reach and engagement of communication efforts.
- Prepare regular reports for the Board of School Directors and stakeholders on communication activities, outcomes, and future plans.