STRATEGIC PLANNING GOAL 2

Clear, consistent, and trustworthy communications.

Goal: Build a culture of open, timely, and two-way communications that strengthens trust among staff, families, students, and the community.

OBJECTIVE 2.1 Develop a Comprehensive Communication Plan

Create and share a clear, districtwide communication plan, including a new website, that outlines how information will be shared with students, staff, families, and the community. This plan should define communication tools, timelines, roles, expectations, and guidelines to ensure consistent, accurate, and accessible communication across all schools.

OBJECTIVE 2.2 Strengthen Internal Information Flow

Establish clear, consistent communication practices to ensure staff receive important district updates promptly and directly, before they appear on social media or in external sources.

OBJECTIVE 2.3 Increase Community Understanding and Trust

Share transparent information about district finances, facility planning, and Board progress in a way that is easy for the community to follow, intentionally reducing misinformation.

OBJECTIVE 2.4 Create a Unified Communication System

Develop a simple, user-friendly digital platform that serves as the central hub for parents and caregivers to access reliable information about calendars, assignments, events, and school updates, thereby reducing confusion caused by multiple systems.

OBJECTIVE 2.5 Expand Access to District Leadership

Provide regular, structured opportunities for the community to connect directly with the Superintendent and the Board of Education, such as open forums, listening sessions, office hours, or Q&A events, to foster relationships, enhance transparency, and ensure that community voices are heard.

Teamwork:

The team has met twice to date.

We have reviewed two different and new website development companies.

Draft of a communication plan is being worked on.

We are scheduled to meet with a third website and parent mobile app vendor in April.