

COMMUNICATIONS DEPARTMENT

Priority Statement:

The Communications Department serves as essential collaborators, fostering trust and transparency among the school system, staff, students, partners, and the broader community through all internal and external engagements.

Picture of Success:

Communication is streamlined, timely, and accessible. Stakeholders consistently receive relevant, clear, and accurate information, leading to a reduction in repetitive inquiries and misunderstandings. The department is able to tell its story in everything it does.

Goals & Metrics:

GOAL #1: ENSURE ALL SCHOOL SYSTEM STAFF AND STUDENTS RECEIVE TIMELY AND RELEVANT INFORMATION THAT FOSTERS ENGAGEMENT AND UNDERSTANDING OF KEY INITIATIVES AND EVENTS

- Using SY2026 data the communications department will establish a baseline from which the average satisfaction rate on the internal communication survey regarding information clarity and timeliness will increase each year.
- Using SY2026 data the communications department will establish a baseline from which the percentage of notifications of non-emergency upcoming events are sent to stakeholders at least 5 days in advance.
- Using SY2026 data the communications department will establish a baseline from which the number of stakeholders engaging with Facebook posts will increase.

GOAL #2: BUILD AND MAINTAIN STRONG, POSITIVE RELATIONSHIPS WITH PARENTS, COMMUNITY ORGANIZATIONS, AND EXTERNAL PARTNERS, POSITIONING THE SCHOOLS SYSTEM AS A VALUED AND TRUSTED COMMUNITY LEADER

- The Communication Department will expand the reach of school system communications to external stakeholders by growing the newsletter subscriber lists and social media followers each year.
- Using SY2026 data the communications department will establish a baseline from which the attendance at public community engagement events will increase each year.

GOAL #3: BUILD TRUST WITH STAKEHOLDERS THROUGH TRANSPARENT AND ACCURATE INFORMATION SHARING

- Using SY2026 data the communications department will establish a baseline from which the number of negative Social Media comments from stakeholders will decrease each year.