

GOSHEN COUNTY SCHOOL DISTRICT No.1

COMMUNICATION PLAN



“Our Students Come First”

Communication Plan Overview

Goshen County School District #1 (GCSD#1) recognizes that frequent, clear, honest, and open communication with our communities is essential to effective district operations. This plan provides a structured framework for communication within our schools and between the district and the broader community. It serves as a guide to ensure that all communication is timely, accurate, and consistent.

GCSD#1 communication is organized into three primary categories:

- **Internal Communication:** Students, faculty, staff, administration, and board members
- **External Communication:** Parents, businesses, civic and religious organizations, community leaders, parent groups, senior groups, Eastern Wyoming College (EWC), the University of Wyoming (UW), media, and elected officials at the county and state levels, as well as other members of the Goshen County community
- **Crisis Communication:** Guided by the district's crisis communication plan, which outlines protocols and expectations during emergency situations

The district continuously evaluates how to best use its resources while working to understand and meet the educational and organizational expectations of its stakeholders. GCSD#1 believes that effective communication builds trust and strengthens community support.

A lack of clear information can lead to misunderstandings and misperceptions. To prevent this, the district is committed to proactively sharing information about school performance and the challenges it faces. GCSD#1 will use a variety of communication methods to reach and engage diverse audiences. The approved communication plan will be accessible to parents, students, staff, business partners, and community members, and will be available on the district website.

Purpose

To improve internal and external communication with the goal of creating open communication between the administration, faculty, staff, students, parents, and the Goshen County communities.

Evaluation

The communication plan will be reviewed and evaluated each year by a district committee composed of staff, administrators, and parent stakeholders. As part of this process, the committee will also consider the addition of communication tools that align with the district's goals.

Method of Communication

The Communication Chart serves as a quick reference outlining which communication method the district will use based on the type of message being shared. The nature of the information will determine the appropriate audience and the method used to deliver it.

It is the responsibility of parents/guardians to make sure information such as phone numbers and email addresses in the PowerSchool Parent Portal are current. Without current information, calls, emails and text message alerts may not be delivered. The district encourages families to review their portal information to start each school year, including teacher's names, class schedules and bus information. For additional information, contact the secretary in your child's school. For emergencies, we will use our mass notification system to inform families via:

- Phone call, text message and/or email
- Pop-up alerts on the district websites (goshen1.org & school sites)
- Social media channels, if possible, specifically Facebook or search the district on Facebook.com

COMMUNICATION CHART

COMMUNICATION TYPE	WEBSITE	PHONE	EMAIL	SOCIAL MEDIA	MEDIA
Emergency Alert	✓	✓	✓	✓	✓
School Closing	✓	✓	✓	✓	✓
Event Promotion	✓		✓	✓	
News/Announcements	✓		✓	✓	

Point of Contact Progression

We encourage families and community members to contact us whenever they have questions or concerns. Please allow a reasonable amount of time for responses, especially for communications received outside of the school day.

If the information needed is not available through the primary communication channels identified in the Communication Chart, the next step is to contact the district. **To address questions and concerns efficiently, it is important that communication begin with the individual who is closest to the situation and has the most direct knowledge of the matter.**

The Point of Contact Progression Chart below outlines the recommended sequence of contacts to help gather information and resolve concerns effectively. When reaching out to the district, please use this chart as a guide. District staff will assist in addressing questions or concerns and direct inquiries as appropriate.

Point of Contact Progression Chart				
Topic	1 st Contact	2 nd Contact	3 rd Contact	4 th Contact
Classroom/Instruction	Teacher	Principal	Director of Curriculum	Superintendent
Academics	Teacher	Academic/Behavior Specialist	Principal	Superintendent
Curriculum	Teacher	Principal	Director of Curriculum	Superintendent
Behavior/Discipline	Teacher	Academic/Behavior Specialist	Principal	Superintendent
Special Education	Teacher	Principal	Director of Special Services	Superintendent
Athletics	Coach	Activity Director	Principal	Superintendent
Extracurricular/Activities	Advisor	Activity Director	Principal	Superintendent
Technology	Teacher	Technology Support – Help Desk	Technology Director	Superintendent
School – Other	Principal	Superintendent		
Transportation	Driver/Principal	Transportation Supervisor	Business Manager	Superintendent
Food Services	Food Services Director	Principal	Business Manager	Superintendent
Maintenance & Operations (Buildings & Grounds)	Maintenance Supervisor	Business Manager	Superintendent	
Facility Usage	Principal	Business Manager	Superintendent	
District Protocol/Policy	Superintendent			
Student Mental Health	Counselor	Principal or Safe2Tell	Superintendent	
School Safety	Principal	Superintendent or Safe2Tell	Police Department	
Emergency	Call 911			

Methods

Goshen County School District #1 strives to make our community a true community with information, press release, notices, and timely communication.

We will continually identify the communication tools that are most widely used, accepted, and preferred by our community. Our current communications methods include but are not limited to:

- **Activities Calendar:** This is a comprehensive calendar for the entire district including athletics, arts, public meetings, plays and is located at: <https://www.goshen1.org/>
- **Board of Trustees Video Broadcast:** Meeting broadcasts are available from the GCSD#1 site.
- **Learning Management Systems (LMS):** For unified academic instruction and classroom management, the LMS serves as the digital extension of the physical classroom. It is a hub for curriculum delivery, assignment submission, and tracking academic progress.
 - **Approved Platforms:** Canvas (Grades 3-12) and Seesaw (Grades TK-2)
- **Mass Communication:** The district may use phone calls, email, and text messages to notify parents of school closures, Intervention/Extension Friday invitations, and other district or building events. Parents should use the PowerSchool Parent Portal to manage which phone numbers receive specific types of messages.
- **PowerSchool Parent Portal:** Parents can keep up with their child's or children's attendance and grades using our PowerSchool Program. To set up an account, parents should contact the building secretary who can then help them with this process.
- **Safe 2 Tell:** A 24/7 tip line that students, parents, educators, and community members can use to report safety concerns or threats of violence. Reports can be made by phone, online, or through a mobile app, and the person making the report can remain confidential at <https://www.safe2tellwy.org/> or 1.844.996.7233
- **School Lunch Information:** The school lunch menus can be found on the district website under the Help Center tab.
- **Social Media:** For general information and community highlights, the District maintains official social media accounts to celebrate student achievements and share updates regarding school events and activities. Parents and community members are encouraged to follow these accounts for highlights and general news. Social media is a broadcast tool for general information only. For student-specific concerns, or for time-sensitive and critical notifications, the District will continue to communicate via other official channels (phone, email, apps, and text).
 - **Approved Platforms:** Facebook (Official School and Club pages only).
- **Staff Email to/from Parents:** Parents may use the Staff Directory to email teachers with questions or information.

Methods (Continued)

- **Staff Phone Calls to/from Parents:** Teacher phone calls may go to voice mail during the day. The teacher will respond back to parent's inquiry as soon as possible. Parents may also leave a message for teachers with the office staff.
- **Student Handbooks and Supply Lists:** Student Handbooks and supply lists can be found on the district website under the Help Center tab.
- **Two-Way Communication:** For secure, real-time coordination related to scheduling, logistics, and ongoing activity-related updates, the District utilizes approved messaging platforms to facilitate direct dialogue between personnel and families. These tools are intended for specific updates regarding classes, clubs, athletics, and extracurricular activities.
 - **Approved Platforms: Band and FinalSight Two-Way Communication**