Communications 101

Dassel-Cokato Schools | Quick Reference Guide

INTERNAL COMMUNICATIONS

Channels:
Website, Staff Portal, District App, Social Media (Facebook, Instagram), Staff Meetings, Staff Emails, Infinite Campus (email/text)

Newsletters:
- The Charger Check-In (All District Families)
- The Charger Check List (Staff)

Email vs. Text Considerations:
- Urgency Level: High (Text) vs. Low to Moderate (Email)
- Message Length: Short (Text) vs. Detailed (Email)
- Cadence: As Needed (Text) vs Weekly or Biweekly (Email)
- Scope: Individual Targeted (Text) vs. Classroom/School Wide (Email)

EXTERNAL COMMUNICATIONS/WEBSITE

- Check your name in the staff directory
- Help the website (and app) be a resource for families
- Media Center pages maintained by Media & Digital Learning Specialists
- Become familiar with available resources

BRANDING AND MARKETING

- Refer to the district Style Guide (isd466.org)
- Use approved logos, district colors, and fonts
- Signage, letterhead, and presentations should follow guidelines
- Sumbit your designs to communications team for approval

SHARE YOUR STORY WITH US AND THE COMMUNITY

1. Complete a **Media & Communication Request Form**
2. Send attachments, questions, and additional information to: **communications@dc.k12.mn.us**

MEDIA REQUESTS + SOCIAL MEDIA

Social Media:
- A tool for sharing stories, highlights, events, and information
- Responsible participation is encouraged
- You are an extension of Dassel-Cokato Schools
- Not to be used during contracted time

Media Protocol:
- Tell Communications team who, what, where, when, and why
- Help tell the story
- If contacted by a media outlet, **Direct them to the Director of Community Services so proper school protocol is followed**

RELEASE OF STUDENT INFORMATION/PHOTOS

- Dassel-Cokato follows **District Policy 515** and Minnesota law regarding the release of student information.
- Only limited directory information may be shared publicly.
- Families **must opt-out** by submitting a written request to the school.
- **Student photo permissions** must be kept current in Infinite Campus.
- **Secretaries, Counselors, Case Workers, and Administrators** are responsible for updating student information when changes are received.
- **Communications** will reference Infinite Campus for current student information and No Release status.

Additional details are available in the district's **Annual Notifications** at **isd466.org.**

WEB CONTENT ACCESSIBILITY GUIDELINES

ADA requires state and local government entities, including public school districts, make their web content and mobile apps conform to WCAG 2.1 Level AA by April 24, 2028.

DOMAINS OF ACCESSIBILITY

Captions & Transcripts- Everyone can access the information. Captions added to videos, transcriptions for audio.
Color Contrast- Avoid relying on color alone to convey meaning. Sufficient color contrast between text and background.
Keyboard Navigation- A mouse is not required. Features and content can be accessed and operated using only a keyboard.
Alternative Text- 1-2 brief sentences. Descriptive alt. text to all images so screen readers can covey the content.

CONTACT INFORMATION

Amy Dimmler
Director of Community Services
amy.dimmler@dc.k12.mn.us
320-286-4100 ext. 1022
763-226-6344
www.isd466.org

Nichole Elke
Enrichment & Marketing Specialist
nichole.elke@dc.k12.mn.us
320-286-4100 ext. 1036
www.isd466.org

communications@dc.k12.mn.us

facebook.com/DasselCokatoSchoolDistrict

instagram.com/DasselCokatoSchooldistrict466

DASSEL-COKATO SCHOOLS
MOBILE APP