



CHALLENGES, OPPORTUNITIES, & THE PLAN AHEAD

Communications Plan

2026/2027

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Introduction

The New Providence School District is committed to clear, concise, and timely communication with all stakeholders. This plan provides a coordinated framework for effective communication aligned with District Strategic Planning Goals, policies, and regulations. Reviewed annually by the Board of Education, it supports District accountability and informs future planning and budgetary decisions.



CHALLENGES, OPPORTUNITIES, & THE PLAN AHEAD

Communication in the digital age

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Personnel, Management, & Communication

Annual Board Committee SubGoals

School Year: 2026/2027

SMART Goal 1 (Aligned to Strategic Goal 5)

ParentSquare Implementation and Communication Framework Development

By June 2027, the district will establish and implement beginning July 1, 2027 a phased ParentSquare communication framework to centralize and streamline district, school, classroom, and extracurricular communications. Each school will convene a ParentSquare Implementation Committee composed of administrators, teachers, nurses, secretaries, coaches, and club advisors to develop building-level communication protocols, implementation timelines, and training plans that promote consistency and stakeholder engagement. Implementation will include the phased transition of extracurricular, athletic, health office, and school-based communications to ParentSquare to ensure consistency, stakeholder readiness, and effective use of the platform across all schools.

- **Specific:** Focuses on the implementation of ParentSquare through the development of school-based implementation committees, communication protocols, and phased rollout plans, including the transition of extracurricular, athletic, health office, and school-based communications.
- **Measurable:** Each school establishes a ParentSquare Implementation Committee, develops a building-level implementation plan, and provides stakeholder training for implementation on July 1, 2027.
- **Achievable:** Utilizes existing district leadership structures and stakeholder groups to support implementation, training, and continuous improvement.
- **Relevant:** Supports the district's commitment to transparent, inclusive, and effective communication by creating a centralized communication platform that promotes consistency and engagement among students, families, and staff.
- **Time-bound:** Completed by June 2027.

Communication Landscape Analysis

What's Working

- Multiple established channels for district, school, athletic, extracurricular, and emergency communication
- Strong commitment to timely and transparent communication
- Existing building and district leadership structures to support communication
- Active engagement with families and community stakeholders

Areas for Greater Consistency

- Communication currently occurs across multiple platforms and methods
- Practices may vary by school, department, classroom, activity, or staff member
- Families may receive information through different channels depending on the source
- Districtwide expectations for frequency, platform use, and types of communication can be further defined

Opportunities

- Implement ParentSquare as the district's centralized communication platform
- Establish clear districtwide and building-level communication protocols
- Define which communication tools should be used for specific purposes
- Provide training for administrators, teachers, coaches, advisors, secretaries, nurses, and families
- Improve accessibility, translation, consistency, and stakeholder engagement

Considerations/Risks

- Change management and stakeholder readiness
- Avoiding communication overload
- Ensuring consistent adoption across schools and departments
- Maintaining appropriate emergency and time-sensitive communication procedures
- Balancing consistency with the different communication needs of schools and stakeholder groups

Our timeline



Sept.- Oct. 2026

Assess Current Communication Practices – Review current district, school, athletic, extracurricular, and health-office communication practices. Identify areas of duplication, inconsistency, and opportunities for centralization.



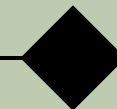
Oct.- Nov. 2026

Establish Building Implementation Committees
– Each school convenes a representative ParentSquare committee including administrators, teachers, nurses, secretaries, coaches, club advisors, and parents.



Nov. – Dec. 2026

Building Committee Session 1: Current State – Inventory existing communication methods and identify what is working, areas requiring greater consistency, and building-specific communication needs.



Jan. – Feb. 2027

Building Committee Session 2: Develop Protocols – Establish recommendations for what should be communicated through ParentSquare, communication expectations, roles/responsibilities, frequency, and use of district vs. school vs. classroom communications.

Communication in the digital age

Our timeline



Feb. – March 2027

Building Committee Session 3: Implementation Planning – Finalize building recommendations, identify training needs, and develop transition plans for extracurricular, athletic, health-office, and other school-based communications.



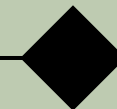
April – June 2027

Districtwide Framework Development – Review recommendations from all four schools and develop consistent districtwide ParentSquare protocols while preserving appropriate building-level flexibility.



By June 2027

Finalize Communication Framework – Complete district and building protocols, training materials, implementation expectations, and readiness review, fulfilling the 2026-27 Board SMART Goal.

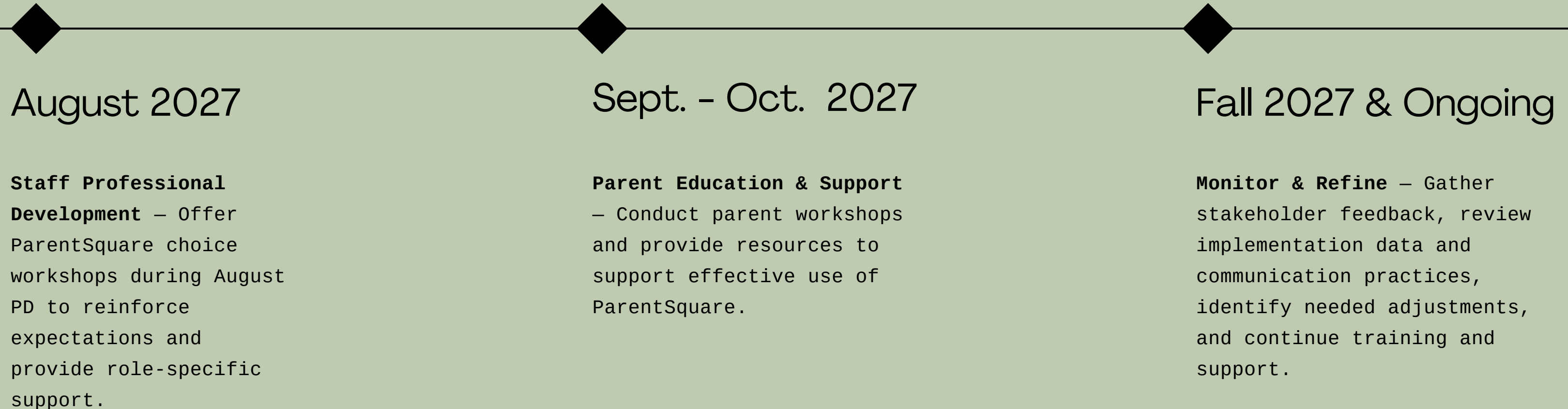


By July 1, 2027

ParentSquare Launch – ParentSquare becomes the district's centralized communication platform under the newly established communication framework.

Communication in the digital age

Our timeline



Communication in the digital age

Desired Outcomes

Family Reach & Engagement

Assessing percentage of families successfully receiving district/school communications through ParentSquare (Goal 85%)

Platform Adoption

Use of ParentSquare for designated district, school, athletic, extracurricular, and health-office communications

Communication Consistency

Alignment with established district and building communication protocols

Stakeholder Experience

Parent and staff perceptions of clarity, timeliness, accessibility, and usefulness of district communications

New Providence Board of Education

Thank you!

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