



## Overview of Communication Strategies

TITLE	OVERVIEW	TIMELINE	OFFICE RESPONSIBLE
<b>CONSTANT CONTACT</b>	Electronic newsletter to parents, staff, community, and Board of Education members, as well as interested individuals who have signed up, highlighting district achievements, special notices, position papers, etc.	Monthly	Superintendent's Office
<b>PRINCIPAL E-BLAST</b>	Email communication from school principals sent directly to parents with updates on current school activities, dates, PTA news, newly posted "Go Green" flyers, etc.	Monthly/unless otherwise required based on need.	Principal's Office
<b>PRINCIPALS' ADVISORY COUNCIL</b>	Board sanctioned committee consisting of parents who serve as grade level liaisons to the school principal.	3 times per year/joint PAC in October, plus two additional meetings during the school year.	Principal's Office
<b>SCHOOL PERCEPTION SURVEY</b>	Survey of parents to provide feedback on each school's performance.	Annually	Superintendent's Office
<b>GRADES 4-5 &amp; 6-8 SURVEY</b>	PoG Survey to provide feedback on the effectiveness of this new initiative.	Annually	CIA Supervisor
<b>6-8 STUDENT SURVEY</b>	Survey of middle school students to ensure preparedness for entry to high school and to provide feedback on learning environment.	Annually	Holdrum Principal
<b>WEBSITE/SOCIAL MEDIA</b>	<p>A. The website is the main vehicle for parents and staff to receive information regarding the district and each school.</p> <p>B. Facebook and Twitter:</p> <ul style="list-style-type: none"> <li>• Principal updates/school-level activities</li> <li>• BOE agendas, minutes, Zoom meeting link</li> <li>• PTA website link</li> </ul>	Updated as required.	Superintendent's Office