5.1.A Strategic Communication & Brand Development Plan Progress Report

5 year tracking sheet

Qtr 1	
Date and Year of Report	November 2026
Strategy (Example-1.1.A: Develop a K–12 Academic Excellence Framework)	5.1.A Strategic Communication & Brand Development
Action Plan (Example-Develop a written Academic Excellence Framework document)	Document a clear, schoolwide communication framework.
Leader Responsible	Susan Peterson

Overall Status

- ☑ **On Track** – Progress is occurring as planned
- ☐ **Some Concern** – Progress is occurring, but adjustments are needed
- ☐ **Off Track** – Significant barriers are affecting implementation
- ☐ **Completed** – Quarter or initiative expectations have been met

1. Executive Summary

In 3–5 sentences, summarize what occurred during this quarter. Identify the most important accomplishments, emerging concerns, and whether implementation is proceeding as planned.

Quarter Summary
During Quarter 1, the 5.1.A committee began evaluating current internal and external communication practices across all divisions (K–12) as the first phase of developing a coordinated, schoolwide communication framework. Discussions focused on identifying existing communication channels, understanding how information is shared with staff, students, and families, and evaluating the effectiveness and consistency of current practices. An important finding is that while communication has improved internally, opportunities exist to strengthen consistency, reduce communication fragmentation, and ensure families and students receive timely, relevant information. The next phase will focus on developing a shared communication schedule and establishing schoolwide guidelines that promote a unified school identity while allowing divisions flexibility to meet their unique communication needs.

2. Describing Implementation

Briefly describe how the initiative is being implemented. Include relevant grade spans, departments, programs, staff groups, or phases of implementation. For this quarter, focus on what has actually begun or been completed rather than restating the original plan.

Implementation Update
The 5.1.A committee began reviewing communication practices across all three divisions (LS, MS, and US), including internal staff communication and external communication with students and families. Discussions focused on identifying current communication methods, evaluating what is working, and identifying opportunities to improve consistency, coordination, and accessibility while maintaining divisional flexibility.

3. Monitoring Progress

Process Benchmarks

Report the quarter actions that were expected to occur. Indicate whether each benchmark was completed as planned.

Status Options: Not Started | In Progress | Met | Delayed | Revised

Process Benchmark	Person Responsible	Target Date	Status	Qtr Update / Evidence

Review existing internal communication practices	5.1.A team	Sep/Nov 2026	Met	Identified existing staff communication methods and discussed opportunities to improve consistency and reduce email overload.
Review communication practices across all divisions (K–12)	5.1.A team	Sep/Nov 2026	Met	Discussed communication practices in LS, MS, and US and identified differences in frequency, format, and delivery methods.
Evaluate current external communication with families and students	5.1.A team	Nov 2026	Met	Identified existing newsletters, announcements, emails, Synergy, Bound, social media, and television monitors as communication channels.
Identify opportunities to improve consistency and reduce fragmented communication	5.1.A team	Dec 2026	In progress	Discussed the importance of creating a unified schoolwide communication approach while maintaining divisional flexibility.
Explore development of a shared schoolwide communication schedule	5.1.A team	Dec 2026	Not started yet	Susan will work with divisions to propose a shared communication schedule.
Identify communication roles, responsibilities, and expectations	5.1.A team	Dec 2026	Not started yet	To be addressed as the communication framework is developed.

Progress Summary	
What has gone well?	Established a clearer understanding of the communication methods currently being used across

	all three divisions. Recognized that internal communication practices have improved, providing a foundation for further refinement. Identified existing platforms and communication tools that can be leveraged rather than introducing additional systems. Developed a shared understanding that the school needs to communicate as one school while recognizing that each division has unique communication needs and practices. Identified the need for a more coordinated communication schedule to reduce duplication, improve timing, and help stakeholders know where to find information.
What has been challenging?	Communication practices vary significantly across divisions, making it difficult to establish a consistent schoolwide experience. There are questions about whether staff, students, and families are receiving, reading, and accessing the information being shared. The volume of staff emails and other communications may contribute to information overload. Upper School students may not consistently access email or advisory announcements, suggesting the need for additional communication methods such as television monitors and social media. Determining the appropriate role of social media remains an area for discussion, particularly whether it should primarily highlight school achievements and promotions or also serve as a channel for announcements, reminders, and responses to community questions.
Describe any benchmarks that needed revising.	No significant benchmark revisions have been necessary. The team is maintaining the original focus of the first year of the strategic plan: identifying current communication practices, determining what is working, and identifying areas for improvement before establishing a formal schoolwide framework.

	The development of a shared communication schedule has emerged as an important next step.

4. Measuring Impact

Early Evidence of Change

At this stage, the committee is primarily evaluating existing communication practices and identifying opportunities for improvement. Early evidence reflects increased awareness of how communication is delivered across divisions and where greater consistency and coordination may be beneficial.

Early Evidence of Change Benchmark	Measure / Evidence Used	Person Responsible	Target Date	Status / Qtr Result
Increased understanding of current communication practices across divisions	Review of existing communication methods	5.1.A team	Nov 2026	In Progress – Identified differences in communication frequency, format, and delivery across divisions.
Identification of communication channels used by families and students	Review of newsletters, emails, Bound, Synergy, advisory announcements, Instagram, and television monitors	5.1.A team	Nov 2026	In Progress – Identified opportunities to improve consistency, accessibility, and coordination.
Identification of opportunities to improve communication consistency and accessibility.	Committee discussion regarding staff email volume, student access to announcements, and family communication	5.1.A team	Dec 2026	In Progress – Recognized the importance of consistent schoolwide messaging while allowing divisional flexibility.

What are we learning?	
What does the Qtr evidence suggest about whether the initiative is having its intended impact?	Current communication methods provide a foundation, but opportunities exist to improve consistency, reduce information overload, and ensure staff, students, and families receive important information. Effective communication requires not only sending information but ensuring it reaches and engages the intended audience.

Data not yet available	
Identify important outcome measures that will not be available until later in the year.	Staff, student, and family feedback on communication effectiveness. Evidence of improved communication consistency and reduced duplication. Increased engagement with school communication channels.

5. Resources Supporting Implementation

Identify significant people, time, materials, technology, professional development, or funding used during the quarter. Note any anticipated resource changes.

Resource	Existing Resource / Expanded Use	Reallocation or Reassignment	New Resource / Cost	Qtr Update / Notes
Administrative leadership and divisional representatives	Existing resources	Committee time	None	Reviewing current practices and developing recommendations.

Communication platforms	Existing resources	Committee time	Non	Utilizing existing tools, including email, Bound, Synergy, newsletters, social media, and television monitors.

Resource Concerns

- ☑ No additional resources anticipated at this time
- ☐ Additional resources may be needed
- ☐ Reallocation of existing resources is recommended
- ☐ Budget adjustment may be necessary

Explanation, if applicable:	

6. Communication Plan

Identify significant communication completed during the quarter and upcoming communication related to this initiative.

Communication / Audience	Person Responsible	Date	Status	Qtr Update / Next Step
Internal staff updates	Susan	Ongoing	In place	Continue evaluating communication frequency and opportunities to reduce email volume.
Division newsletters and announcements	LS, MS. US	Weekly, ongoing	In place	Continue current practices while identifying opportunities for greater consistency.
Schoolwide communication schedule	Susan/divisions	Q2	Planned	Develop a proposed schedule coordinating communication across divisions.
Schoolwide communication guidelines	5.1.A team	Q2	Planned	Establish shared expectations for

				communication frequency, content, and delivery.

7. Challenges, Risks, and Adjustments

Identify any barriers or emerging issues that could affect successful implementation. Explain what is being done in response.

Challenge / Risk	Impact on Initiative	Response / Adjustment
Different communication practices across divisions	Inconsistent experiences for families and students	Develop shared guidelines while maintaining divisional flexibility.
Limited feedback on communication effectiveness	Unclear whether information is reaching intended audiences	Consider staff, student, and family feedback.

If no significant concerns exist, state: **No significant barriers have been identified at this time.**

8. Priorities for next quarter

Identify the 3–5 most important actions or outcomes expected during the next reporting period.

Next Quarter Priority	Person Responsible	Target Date
1. Develop a proposed schoolwide communication schedule.	Susan/divisions	January 2027
2. Establish draft communication guidelines outlining shared expectations and divisional flexibility.	5.1.A team	January 2027

3. Determine how to gather staff, student, and family feedback on communication effectiveness.	5.1.A team	February 2027

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9. Board-Level Summary

Overall Quarter Assessment:

- ☑ On Track
- ☐ Some Concern
- ☐ Off Track
- ☐ Completed

One key accomplishment the Board should know	The committee evaluated communication practices across all three divisions and identified opportunities to improve consistency, coordination, and accessibility while maintaining divisional flexibility.
One issue or decision the Board should be aware of	The school needs a more coordinated approach to communication to reduce fragmentation and ensure staff, students, and families receive timely, relevant information.

Board action needed at this time:

- ☑ None
- ☐ Information/Discussion
- ☐ Policy Direction
- ☐ Budget/Resource Approval