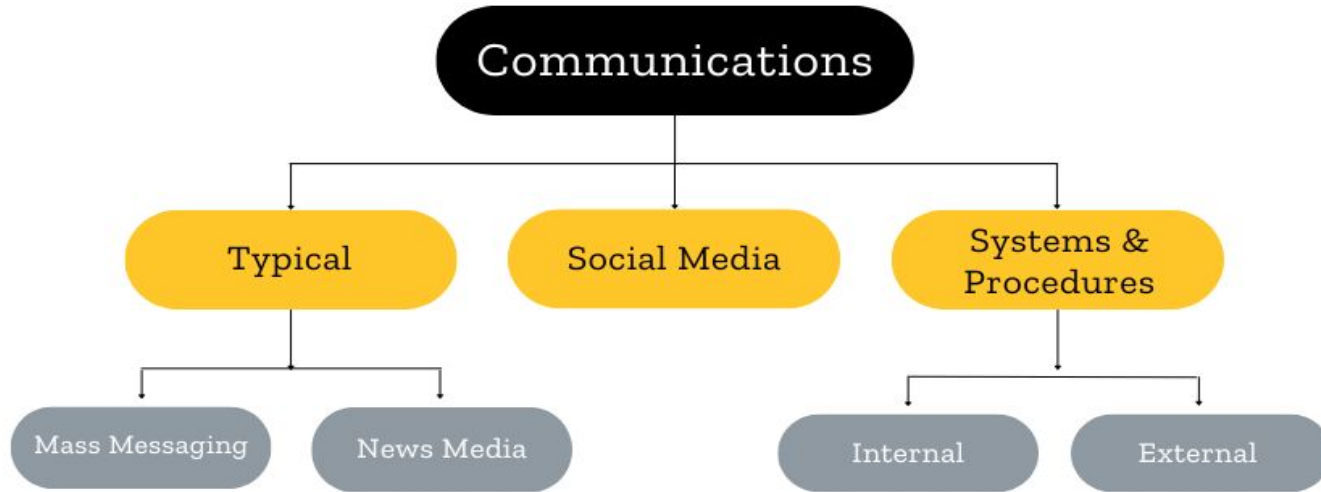




# Communications Update

*Presented to the Board of Education April 1, 2025*





# Typical Methods of Communication

- Enotify/ Email
- Press Releases
- Backpack express
- Google Classroom
- Recent News (website)



# Social Media

- Facebook
- Instagram
- Youtube



Welcome to Kindergarten!  
Welcome to  
**KINDERGARTEN!**  
Watch on  2025 Registration is Open!

MADISON PUBLIC SCHOOLS CONNECTICUT

Copy link



hand.tigers

160 posts 1,397 followers 105 following

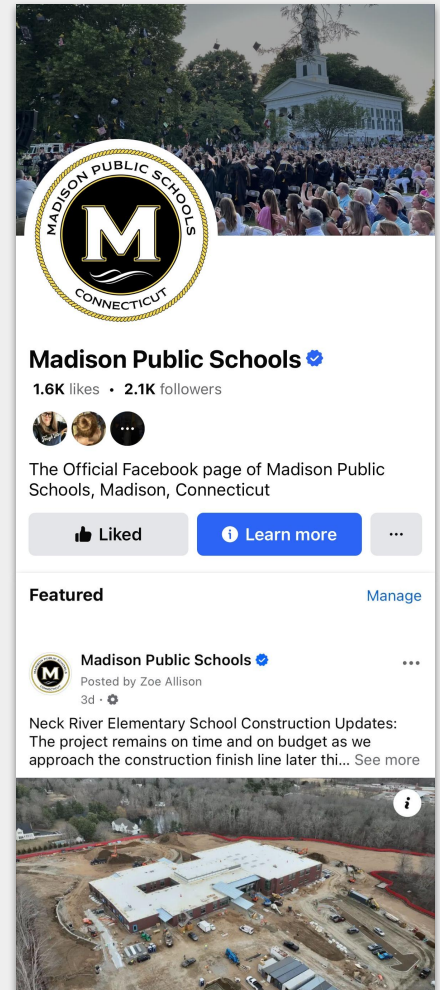
Hand Athletics  
It's a great day to be a Tiger!  
Hunt for 85  
Tigers don't chase, they Hunt!  
gofan.co/app/school/CT17375

Professional dashboard  
30.7K views in the last 30 days.

Edit profile Share profile

GAMEDAY Winter Opening W... New

100th Anniversary  
SCC CHAMPIONS  
MADE BY THE  
SIGNED



MADISON PUBLIC SCHOOLS CONNECTICUT

**Madison Public Schools**

1.6K likes • 2.1K followers

The Official Facebook page of Madison Public Schools, Madison, Connecticut

Liked Learn more

Featured Manage

**Madison Public Schools**  
Posted by Zoe Allison  
3d

Neck River Elementary School Construction Updates:  
The project remains on time and on budget as we approach the construction finish line later thi... See more

# Systems & Procedures

## *Intended to Streamline Communications*

- Infinite Campus Attendance
- College Visits Requests
- Google Forms
- Fire/Crisis Drills (Internal)
- Emergency Messages (Internal)
- Post-meeting messaging (Internal)



*NOTE: Starting March 3, 2025 parents/guardians of students in grades K-5 (Brown, Ryerson, Jeffrey) will begin using Infinite Campus to submit all absence requests for their students.*

Starting with the 2024-2025 school year, parents/guardians of students in Grades 6-12 will now use Infinite Campus to submit all absence requests for their students. See instructions below for navigating the Absence Request system.

### Submit a New Request

1. Log into Infinite Campus and click the Absence Request button on the homepage.

A screenshot of the Infinite Campus interface showing a student profile. The page has a green header with the Infinite Campus logo and a user profile icon. On the left is a dark sidebar with navigation options. The main content area is titled "Student Profile" and contains several sections: "Student Name" with a dropdown menu, "Assignments" with a dropdown, "Documents Need Attention" with a dropdown, and "Absence Requests" with a button. An arrow points from the "Absence Requests" button to the "More | Absence Requests" section in the screenshot below.

2. Mark the student for whom you are submitting the absence request and select the reason the student will be absent from the Excuse dropdown list.

A screenshot of the Infinite Campus interface showing the "More | Absence Requests" page. The page has a green header with the Infinite Campus logo and a user profile icon. On the left is a dark sidebar with navigation options. The main content area is titled "More | Absence Requests" and contains a "Create Request" section. Below this section is a dropdown menu for "Select the student you wish to submit an absence request for" with "Student Name/ Grade" selected. Below the dropdown is a "Reason" dropdown menu. At the bottom of the page, there is a list of "APP Approved" reasons, including "Sick (See Nurse)", "Sick (Medical Health Care)", "Off Campus (See Jan 11 & 12) (See)", and "All Reasons".

# Programs & Special Projects

- Non-resident Tuition Program
- Marketing Campaigns
- Annual Budget
- MPS Renewal Plan
- Kindergarten - Early Admission & Registration





# Proactive vs. Responsive Communications

## Proactive

- Regular, consistent messaging
- Bottom-up approach
- “Good” news

## Responsive

- Emergency messaging
- Top-down approach





Questions?