

*Parkrose School District Communication Plan*

<b>DISTRICT EMPLOYEES</b>			
<b>Target Audience</b>	<b>Currently Doing</b>	<b>Need to Do</b>	<b>Action</b>
<b>District Employees</b>	1. Email	1. Lead Time	
	2. Talk to them	2. No Announcements	
	3. Announcements	3. Accolades - Kudos	
	4. Handouts	4. Not enough celebrating	
	5. Fliers	5. Once a month certified -MOU - 1/2 hr Minutia	
	6. Staff Meetings (certified)	6. Not a family - staff	
	7. Google Calendar	7. Mentorship for new T./Employees	
	8. Bronco Pride (unity)	8. New hires	
	9. PCTV (dedicated time)	9. Demo Teacher Resources Websites	
	10. Hiring PSD Coaches-In building	10. Increase access to & info about Tech.	
	11. Teacher Resource on web page	11. Encourage staff to attend District events - advertise	
		12. On website, advertise weekly events in community - filtered (target audience - user group)	
		13. PI at PHS becomes staff lounge.	

## Parkrose School District Communication Plan

<b>PARENTS</b>			
Target Audience	Currently Doing	Need To Do	Action
<b>Parents</b>	1. Website	1. Improve District Calendar	
	2. Listserves	2. Quality Planning Process	
	3. Reading Boards	A. Subcommittee	
	4. District Calendar	B. Parents	
	5. PCTV	C. Administration	
	6. Google Video	D. Teachers	
	7. PAC	3. General Centralization	
	8. K-12 PTO	4. Parkrose Parents Rights & Responsibilities	
	9. Boosters	5. Parents have limited access to tech./resources (sometimes)	
	10. Athletics	6. Rumor Control	
	11. Farmers Market	7. Happening in next school - school connections (daisy chain)	
	12. ESIS Program "Parent Assistant"	8. Improve Website	
	13. Dynamic website	9. District Theme as part of PTO/PTV	
		10. Hearsay is law - not appoint to seek out facts/further info	
		11. District-wide parents communication system in multiple languages	
		12. K-12 list, Parent vol. coord-communication	
		13. Culturally Specific parent outreach	

## Parkrose School District Communication Plan

<b>KEY COMMUNICATORS</b>			
Target Audience	Currently Doing	Need To Do	Action
<b>Key Communicators</b>	<b>Key Communication List</b>	<b>Tell:</b>	
	1. Decision makers (core)	1. Success stories, barriers, facts	
	2. Broad Organizations	2. Community - positive message, feel good, kids are good, teams/sports good, want to hear the truth (fiscal)	
		3. Gate Keeper - Want to back a winner, want a story, want to be thanked.	
		4. Send a message	
		A. Parkrose is a great district	
		B. Continuous improvement	
	<b>Key Partnerships List</b>	C. Good staff-kids that team	
		D. Excitement at Parkrose School District	
		5. Tools - Local - newspapers, email, website, face to face, service club participation	

## Parkrose School District Communication Plan

<b>DISTRICT VOLUNTEERS</b>			
Target Audience	Currently Doing	Need To Do	Action
<b>District Volunteers</b>	1. Smart Reading	1. District wide plan for recruitment of volunteers	
	2. Partnerships w/community groups that offer volunteers	2. Screening (background check when appropriate)	
	3. Parents in schools on field trips and after school events	3. Training	
	4. Organize parent volunteers, boosters, PTO groups	4. District wide volunteer coordinator	
	5. Volunteer organizations that support our schools (foundation rotary, Kiwans, mason, etc)	5. Alumni outreach that come back as volunteers	
	6. Phone trees or one volunteer calling multiple families	6. Mentoring Program	
		7. Volunteer link on the website w/calendar options	
		8. Communication system-email, voice, text, twitter, etc...facebook page.	

## Parkrose School District Communication Plan

<b>STUDENTS</b>			
Target Audience	Currently Doing	Need To Do	Action
<b>Students</b>	<b>HS</b>	<b>KIDS ARE DIGITAL NATIVES</b>	
	1. TV Announcements		
	2. Email from counselors	1. New student Orientation throughout year!	
	3. Student planner	2. Video Orientation	
	4. Google Calendar	3. Naviance - use it	
	5. Student newspaper	4. Senior Bench text	
	6. Newsletters w/grades	5. Take "Handbook" out of planner - does not create ownership or lend to inspiration use.	
	7. Assemblies	6. Student website	
	8. Intercom, big calendars, the blaze	7. Make google calendar kid friendly	
	9. Student Advisory Council	8. Communicate through advisories	
	10 Board Rep	9. Bring to student advisory council to get ideas	
	<b>MS</b>	10. District "Facebook"	
	11. Assemblies	11. ESIS "Student Assistant"	
	12. Announcements		
	13. Back to school night conferences fresh. BBQ		
	14. Grade report mailing		
	15. Reader boards		
	<b>Elementary</b>		
	16. Café Menu		
	17. Bus route		
	18. Start Planner		



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