

# Pleasantdale School District 107

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Strong relationships are the foundation of leadership, and good communication is the foundation of strong relationships.

Over the course of the past year, the district has hosted a Communications Advisory Team (CAT) to help guide the district's communications with the community. The CAT meets monthly, and membership includes the superintendent, superintendent's secretary, communication coordinator, parents, teachers, and Board of Education members. At the first meeting, the team created a guiding statement that was meant to add focus to the work for the year:

*In District 107, we believe in two-way communication that is timely, clear, and concise. The District strives to be responsive to the community and to communicate in a way that meets the needs of a diverse population. Communication plans should reflect the changing needs of the community and be driven by data.*

Over the course of the year, the CAT has made significant decisions and improvements to how we communicate with our families and community, including:

- A comprehensive [communications plan](#) that includes clear action steps, deliverables, and measures to ensure that we are fully communicating with all stakeholders.
- A grade-by-grade inventory (created by the teachers on CAT) of communication methods at each grade level. The goal of this inventory is to provide parents with the information they need to best communicate with their child's teacher(s).
- Changes to the website including adding a translator with over 60 languages, pushing our web provider to add a mobile site, and cleaning up the website to make it more user friendly.
- Tutorials to help parents to better navigate Skyward, an important tool used to communicate with our parents. CAT realized that we may have parents who choose not to use Skyward because they do not understand the user interface. As such, we have created two demo videos, one that explains [Skylert](#) and one that walks parents through the process of [checking grades in Skyward](#).
- Approval for the district to contract with School Perceptions to engage our students, staff, and parents in a culture/climate study. The data from these surveys will help inform future decisions and planning.

In a short period of time, the Communications Advisory Team has had a positive impact on the community and will continue to guide and monitor the district's communication planning.

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## Mission

*Ensure that each student is a passionate learner empowered with the Academic and social skills to responsibly choose and excel in life pursuits.*

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## Main Takeaways

- Communications Advisory Team (superintendent, superintendent's secretary, communication coordinator, parents, teachers, and Board of Education members) has met monthly over the course of the school year.
- The CAT has made great progress and has had a positive impact on the community.
- The CAT recommends a parent, staff, and student survey using School Perceptions.

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## Mission

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