



COMMUNICATIONS PLAN

2021-2024

Overview

MCS D is committed to providing students with the best possible learning environments and opportunities. To achieve this, we must consider a multi-tiered approach to education. Included in this approach is the need to establish and maintain open and efficient communications. The public must understand the school system’s story in order to support our educational programming.

Principles

This plan was developed to assure:

1. All communications support the school system’s goals
2. Two-way communications with all MCS D families and stakeholders
3. The school district’s “story” is accurately told
4. Transparency in school district operations

Audiences

External

- Businesses
- First responders
- Legislators
- Media
- Parents
- Parent/Teacher Organizations
- Realtors
- Religious leaders
- Senior Citizens
- Morrow County Education Foundation
- Taxpayers

Internal

- Administrators
- School Board
- Students
- Support staff
- Teachers

Goals, Objectives, and Strategies

I. Community

Facilitate meaningful and open communications with the communities within MCSD

<u>Objectives</u>	<u>Strategies</u>
A. Build connections with community members	1. Superintendent response to calls / emails
B. Two-way communication	2. Utilize social media to promote school system in English / Spanish
C. Community engagement opportunities	3. Regular press / news releases
D. Responsibly utilize a variety of media	4. Invite public to school events to the extent possible
	5. Increase visibility at schools and community events
	6. Host “town-hall” events or forums when appropriate
	7. Participate in community meetings as appropriate

II. Student / Parents

Facilitate meaningful and open communications with the MCSD students and parents.

<u>Objectives</u>	<u>Strategies</u>
A. Develop meaningful communications with parents and students to assure their voices are heard in a language comfortable to them	1. Superintendent availability to parents for questions / concerns 2. Parent notification system in home language
B. Increase recognition of parents and students internally and externally for their accomplishments	3. Parent / Teacher conferences with translation 4. Parent workshops
C. Responsibly distribute school information to students and parents	5. Inclusion in the strategic planning process 6. Frequent communication home from buildings in home language 7. Opportunities for parents to participate through SITE Council / PTO groups 8. Expand use of social media in English / Spanish 9. District / Building Websites in English / Spanish 10. Student 360 / Ride 360 11. Establish anonymous student reporting system (SAFE Oregon)

III. Media

Establish and maintain collegial relationships with media outlets to enhance school district’s image.

<u>Objectives</u>	<u>Strategies</u>
<p>A. Partner with media to promote positive stories in MCSD</p> <p>B. Establish and expand professional relations with the media</p>	<p>1. Press-releases, briefings and photo opportunities</p> <p>2. Utilize ESD media resources at district and building level</p> <p>3. Establish monthly article for local media</p>

IV. Staff

Enhance communications with staff making information acquisition and dissemination more frequent, efficient, and uniform.

<u>Objectives</u>	<u>Strategies</u>
<p>A. Increase staff communication skills</p> <p>B. Provide necessary, resources and professional development</p> <p>C. Utilize effective communications strategies to develop trusting relationships</p> <p>D. Streamline administrative and communications processes</p>	<p>1. Continue refining new employee orientations</p> <p>2. Use email to communicate with staff frequently on school and community updates</p> <p>3. Superintendent communication directly with staff through email and in-person</p> <p>4. Recognize employees for their accomplishments and contributions educator of the year / Crystal Apple Awards; building recognitions.</p> <p>5. Continued expansion of teacher / parent communication</p> <p>6. Communication workshops / access to tech support for key users</p>

V. Crisis Communications

Develop crisis communication plans to inform parents, students and a community in an effective and efficient manner.

<u>Objectives</u>	<u>Strategies</u>
A. Develop detailed crisis management plans	1. Crisis management and communications training and ongoing professional development
B. Provide timely and accurate information to internal and external audiences	2. Post reunification processes and procedures for parents annually
C. Develop pre-determined chain of command and incident commanders	3. Utilize social media English / Spanish
D. Partner with media to provide accurate and timely information	4. Update website to have a dedicated crisis management section
	5. Update All Hazards Plan and sub-plans annually with 911 dispatch
	6. Review all crisis team plans and protocols with staff annually
	7. Establish media protocols for emergency incidents
	8. Consult and include local emergency management officials in planning
	9. Drill with internal communications tools and resources at building level

Protocols

Outside Organization Information Dissemination

Any outside agency that wishes to have a flyer sent home via the parent communications system must get the approval of the Superintendent and generally meet the following criteria:

1. Must not contradict the MCSD mission, values or policies
2. Must have a direct benefit for the students of MCSD
3. Must be a non-profit entity
4. Other as determined by the Superintendent

Individual parents cannot utilize the parent communications system for dissemination of information.

School Newsletters

Each elementary school will send home newsletters individually through an established process that allows access for all families (English / Spanish).

Websites

- The district and each building will maintain a website; to the extent possible material will be posted in both English / Spanish.
- All websites have a translation feature that allows the reader to switch to Spanish
- MCSD maintains tech support for the websites that monitors all sites for ADA compliance

Social Media

- The District and most buildings maintain Facebook pages
- All efforts are made to post information in English and Spanish when Facebook does not automatically translate (PDF or pictures for example)
- There will be times when time sensitive information will be posted initially in English

Communications Matrix

Type of Information	<i>Website</i>	<i>Email</i>	<i>Phone Call</i>	<i>Text Message</i>	<i>Social Media</i>	<i>Handouts</i>
General Info	✓	✓			✓	✓
Emergency	✓	✓	✓	✓	✓	✓
School Closure	✓	✓	✓	✓	✓	
Delayed Opening	✓	✓	✓	✓	✓	
School information	✓	✓			✓	✓
Non-School / Promotional						✓

**Every attempt will be made to provide all communication in both English and Spanish*