

COMMUNICATION – OUTREACH – MARKETING – RECRUITMENT

(Summary Across All Community Sessions)

Strengths / What's Going Well (Do Not Change)

- **Alerts & Notifications:** Effective alert systems (email, text, calls) and timely snow day communication.
- **Leadership Visibility:** Strong superintendent and leadership communication.
- **District Updates:** Regular newsletters, Remind app use, active Facebook updates, local newspaper coverage.
- **Events & Referendum Communication:** Effective communication during referendums and special events (e.g., Project Unite).
- **Academic & Program Options:** Highlighting academic opportunities for grades 10–11 and early childhood programming.
- **Staff Recruitment:** Successful recruitment of staff, including retirees and former teachers.
- **Community Access:** Multiple ways for community to access information (website, Courier publication, “Find It Fast” tools).
- **Partnerships & Engagement:** Existing community partnerships (e.g., swimming programs) and student engagement programs.

Areas for Improvement / Desired Changes

- **Clarity & Consistency:**
 - Reduce duplicate messaging between buildings.
 - Ensure timely, consistent communication for events (concerts, updates).
 - Consistent use of communication platforms across staff (e.g., JMC, Remind).
- **Digital Tools & Usability:**
 - Website and online calendar need improved usability, reliability, and streamlined enrollment processes.
 - Make key information “one click away” (enrollment, programs, Board updates).
- **Community & Family Engagement:**
 - Engage homeschool families and provide clear resources.
 - Expand outreach to families considering open enrollment elsewhere.
 - Better highlight early childhood programs and wraparound childcare.
- **Transparency & Governance:**
 - Improve visibility into Board and administrative decisions (live streaming, summaries).
- **Recruitment & Retention:**
 - Retain key leadership positions, including CRES leadership.
 - Attract families and increase enrollment through strategic marketing.
- **Celebration & Storytelling:**

- Publicly share student achievement and success stories to strengthen district branding.
- **Expanded Services:**
 - Consider mentorship programs with community professionals and wraparound childcare to support families and recruitment.

Themes

1. **Clarity & Consistency:** Clear, timely, and unified communication across all platforms.
2. **Systems & Usability:** Improve website, online calendars, enrollment processes, and access to information.
3. **Community Engagement & Recruitment:** Strengthen ties with homeschool families, local community, and potential students.
4. **Transparency & Governance:** Increase visibility of Board and administrative decisions.
5. **Celebration & Storytelling:** Publicly showcase student success and key programs.
6. **Recruitment & Retention:** Attract and retain quality staff, while addressing family enrollment trends.
7. **Expanded Services:** Explore wraparound childcare and mentorship programs as recruitment and support strategies.

Simple Board Takeaway

- **Strengths:** Strong foundational communication systems, multiple channels in use, visible leadership, staff recruitment, and community partnerships.
- **Needs:** Greater clarity, streamlined digital systems, consistent messaging, expanded outreach to families (especially homeschoolers), transparent governance, and innovative recruitment strategies.

Goals Across Sessions

- Research and explore online learning options (PreK–6).
- Coordinate with homeschool groups and provide resources.
- Streamline communication systems across staff and platforms.
- Highlight and promote early childhood programs, including wraparound childcare.
- Create a mentorship program with community professionals for student career exploration.
- Survey parents to understand backgrounds and ways they can support the school.
- Increase transparency in governance (live streaming, summaries).
- Make all critical information easily accessible (“one-click” access for enrollment, programs, Board updates).

Recommended Strategic Planning Goals

Communication, Outreach, Marketing, Recruitment

1. Expand & Explore Flexible Learning Opportunities

Explore and develop additional flexible learning options, including District-sponsored online opportunities beginning with PreK-6, to better meet the diverse needs of our families. The goal is to retain and re-engage students within Crosby-Ironton Schools by providing families with high-quality educational options that offer greater flexibility while maintaining a strong connection to our District, teachers, and school community. This work should also include exploring opportunities to welcome back students who may have previously chosen online or homeschool options by offering educational pathways that may better align with their individual circumstances and needs.

2. Strengthen Family and Community Partnerships

Develop intentional partnerships with homeschool families, community organizations, and local professionals to expand resources available to students and families and strengthen the connection between Crosby-Ironton Schools and the communities we serve.

3. Improve District-Wide Communication and Accessibility

Create a more streamlined and consistent communication system across the district by reducing duplication, clarifying communication channels, and ensuring that important information is easily accessible to staff, students, and families through a centralized “one-click” approach to key resources, programs, enrollment information, and district updates.

4. Promote Early Childhood Education and Family Supports

Increase awareness and participation in District early childhood programs by clearly communicating the educational benefits of early learning and highlighting available wraparound childcare and family support opportunities.

5. Develop Career Exploration and Community Mentorship Opportunities

Establish a structured community mentorship and career exploration program that connects students with local business leaders, professionals, organizations, and community members to provide meaningful exposure to careers, pathways, and post-secondary opportunities.

6. Strengthen Family Engagement and Understanding of Our School Community

Develop a process for gathering meaningful information and feedback from parents and families regarding their backgrounds, interests, skills, experiences, and areas in which they would like to contribute to or support Crosby-Ironton Schools. Use this information to create stronger opportunities for family involvement and partnership.

7. Increase Transparency and Community Access to District Governance

Improve public access to and understanding of district governance by expanding opportunities to view and understand School Board proceedings, decisions, and district priorities through tools such as live-streamed meetings, concise meeting summaries, accessible Board information, and timely communication of important decisions.