



## **PUTNAM COUNTY COMMUNITY UNIT SCHOOL DISTRICT #535**

400 E Silverspoon Avenue - Granville, IL 61326  
(815)882-2800 x 5

---

### **COMMUNICATIONS PLAN**

#### **Objectives**

- Inform external stakeholders about District news, policy updates, and initiatives
- Celebrate student and staff growth and achievements
- Provide updates about learning programs
- Enhance trust and transparency with the community
- Promote the brand of the District
- Develop and maintain partnerships with groups and businesses

#### **Targets**

- Parents/Guardians and families
- Community members and taxpayers
- Local businesses and community organizations
- Elected officials and local governments
- Alumni
- Media

#### **Key Messages**

- Our students and staff are the cornerstone of all we do in the District
  - Focus areas include (1) student learning and (2) retention and recruitment of staff
- The District is committed to transparency
- The District has a reciprocal relationship with the community
  - the schools are vital to the future success and development of the community
  - the community is needed for support of and engagement with the schools

## Communication Channels

Channel	Purpose/Content	Frequency	Responsible Party
District Website	To provide required postings of notifications and documents  To duplicate posts made to social media or through texts to families	As required and/or needed	Administration
<i>PC Record</i>	To provide District updates on finances, facilities, and program initiatives  To highlight students and staff	Monthly, whenever possible	Superintendent & Board of Education
Social Media	To celebrate student and staff growth and achievements	At least one post per school every week of the school year	Administration
Parent/Family Newsletter	To provide updates the District calendar, required parental notices, and programs	At the end of every one month of the school year	Superintendent
Facilities Info Session	To inform the community of facilities needs	As scheduled by the Board of Education	Board of Education & Superintendent
Town Hall (Coffee Talk)	To provide two-way dialogue with the community	As scheduled by the Board of Education	Board of Education & Superintendent