

Woodbridge School District

Superintendent and Administrative Team Communication Plan

WBOE Update - April 24, 2018

Overview and Purpose

Educational communication is a planned, systematic management function. It is designed to help improve the programs and services of the school and district. It involves both *internal* and *external* publics with the goal of providing vital information in real time as well as stimulating a better understanding of the role, objectives, accomplishments and needs of the school district. Communication assists in understanding public opinion in order to identify and help shape policies and procedures for the benefit and interests of all students.

Identified Key Publics

Internal Publics

- Certified staff
- Administrative team and office staff
- All other support staff including teaching assistants, facilities, food services, nurses, etc.
- Students
- Board of Education

External Publics

- Parents and families of current Woodbridge students
- Woodbridge residents and taxpayers without children in school
- Elected officials
- Other town departments
- Contracted services providers
- News media
- Agencies and professionals in the field

Communication Efforts in Woodbridge

Public Served	How	By Whom
<i>Internal:</i> Teaching/Prof Staff	Daily direct contact and ongoing conversations; high visibility in classrooms and on campus; written updates and emails; <i>Welcome Back</i> packets; side-by-side development and participation in Prof Learning (PD); support and allocate resources for teacher initiated projects; allocate resources for professional improvement and development	Superintendent/ Administrative Team
<i>Internal:</i> Support Staff	Regular interactions with teaching assistants, office, custodial and cafeteria staff; Prof Learning for TA's; updates and briefings with health office staff; informal and formal facilities inspections; back-to-school meetings and updates that continue through the year	Superintendent/ Administrative Team
<i>Internal:</i> Administrative Staff	Daily personal contact and briefings; weekly cabinet meetings; telephone and email conversations; goal setting, coaching, support and supervision	Superintendent/ Administrative Team

<p>Internal: Students</p>	<p>High visibility to students in classrooms and special areas of BRS; evening activities; community activities; direct participation with students in school activities; instruction to students; provide <i>Parent/Student Handbook</i></p>	<p>Superintendent/ Administrative Team</p>
<p>Internal: Board of Education</p>	<p>Ongoing conversations via email, telephone, in person; written weekly <i>Board Updates</i>; attendance and participation at all Board meetings including committee meetings; ongoing meetings with Board Leadership; informal contact at town and school events; <i>Superintendent's Beautification Committee, Diversification Committee, SRO Task Force, Ad Hoc Class Size</i></p>	<p>Superintendent</p>
<p>External: Parents of Current BRS Students</p>	<p>District/School Website, High visibility and personal contacts at school and town events; regular <i>Superintendent's Update for Parents; eNotify</i>, periodic letters, Principal messages and <i>Instant Alert</i> notifications; allocate resources for comprehensive <i>Parent-Student Handbook</i>; periodic <i>Superintendent's Parent Academy</i> to explain and explore instructional programs; annual <i>State of the Schools</i> budget presentation; periodic formal parent surveys and data collection; <i>open door</i> and <i>open email</i> access; attend meetings and work personally with PTO leadership for the betterment of the school through many projects and initiatives</p>	<p>Superintendent/ Administrative Team</p>
<p>External: Woodbridge Residents and Taxpayers Without Children in School</p>	<p>High visibility and informal contact at town-wide events such as Massaro Farm, BethWood ball leagues, summer concerts, Senior Center, Rotary, hikes in the woods; annual published education report – <i>The Bridge</i> (delivered to every household and business in Woodbridge); televised public meetings; local news media accounts, <i>Woodbridge News and Events</i></p>	<p>Superintendent</p>
<p>External: Elected Officials</p>	<p>Hold monthly meetings with Woodbridge First Selectman and town Finance Director; participate in town meetings; attend state meetings regarding education in Connecticut (<i>CAPSS Assessment/Accountability Small Districts, Water Safety Task Force</i>); active member in state superintendents' organization that influences state policy and programs; contact with state and national representatives as needed</p>	<p>Superintendent</p>
<p>External: Other Town Departments</p>	<p>Close and regular contact with Public Works, Building, Police, Fire, Library and Recreation Departments; collaborative projects with Woodbridge Public Library, Massaro Farm, Historical Society and more; Ad Hoc Building Committee (project spanned more than three years) involving numerous personal interactions and involvement with various town departments; Recreation Department offices and many of the department's activities are housed at BRS and require the cooperation and collaboration of school district; active participant in BOWA councils and initiatives</p>	<p>Superintendent</p>

External: Contracted Service Providers	Personal involvement at all levels with heads of operations of the BRS Building Upgrade project; service providers have direct access to the district office as needed; personal involvement with our largest service provider – ACES	Superintendent/ Administrative Team
External: News Media and Internet Audience	Ongoing direct conversations with news media representatives as needed; interviews and placement of news items with our media partners <i>Woodbridge Town News, Woodbridge Events, Amity Observer, Orange-Milford Bulletin, BethWood Patch, and Channel 8</i> ; <i>SKYPE</i> conference with schools in China; comprehensive, layered district website accessed by thousands of people each year (locally, nationally and internationally); YouTube uploads highlight district meetings	Superintendent
External: Interagency Communication	Highlights: Partnerships with educational organizations include <i>Columbia University Teachers College</i> with which we are an “affiliated” school that provides us a higher level of professional learning; <i>Yale</i> art museums; state- wide mathematics consortium; numerous state and national professional associations in educational specialties	Superintendent/ Administrative Team and certified staff
Internal and External: Crisis and Emergency Communication	With the overriding goal the safety and security of our children and staff, a crisis/emergency communication plan is in place. Specific actions to be executed by identified staff members are part of the procedures. The plan also includes regularly scheduled preparedness drills. When initiated, communications are set in motion that involve internal audiences at BRS, other town departments, transportation services, parent notification through <i>Instant Alert, eNotify</i> and other methods, and appropriate additional communication	Superintendent/ Principal and other identified staff

Faculty Communication

In addition to Superintendent and Administrative Team communication, members of the faculty communicate with internal and external publics with the express intent to stimulate better understanding of the school and programs as well as to meet the needs of individual children. Many of these communications overlap those of the Superintendent/Administrative Team. PPT’s and 504 meetings play a vital communication role in assisting parents to better understand the needs of and services for their children.

Website Activity and eNotify Data

Website/eNotify	How	By Whom
External: Parents, Woodbridge Residents and Internet Audience	Top 10 Pages Visited Pages on Website <i>Home</i> <i>About/Faculty & Staff Directory</i> <i>District Information/District & School Calendar</i> <i>District Information/Employment Opportunities</i> <i>About/District/School Calendar</i> <i>Parents/Extended Day</i> <i>District Information</i> <i>About/School Calendar</i> <i>About/Cafeteria</i>	Superintendent/ Principal and other identified staff
External: Parents, Residents and Internet Audience	Website Stats July 1, 2017 to April 11, 2018 New Users – 17,714 vs 16,742 5.81% Users – 18,717 vs 17,803 5.13% Page Views – 120,617 vs 117,969 2.24% <i>Time on Site Average – 2 Minutes 23 Seconds</i>	Superintendent/ Principal and other identified staff
External: Parents	eNotify List – Over 1,000 email addresses. <i>Messages go to both parents' emails (if we have them)</i> Principal's Message <i>Open Rate = 56.78%, Click-through Rate = 5.57%</i> Superintendent's Message <i>Open Rate = 62.35% Click-through Rate = 3.73%</i>	Superintendent/ Principal and other identified staff

Parent/Family Perspectives on Communication

2016 Panorama Parent/Family Survey

I am satisfied with the way the school communicates with parents. 89% Favorable

2017 Principal Survey on Communication

Do you prefer paper or digital messages? 11 responses – All for Digital

What is your preferred frequency of messages? 6/weekly, 3/2x month, 2/monthly

CABE Communication Recognition

- ❖ 2017 - Principal's Electronic Newsletter
- ❖ 2016 – Meeting Presentations on YouTube; Parent/Student Handbook; *Honorable Mention* – BRS Flip Calendar and Early Childhood Education Presentation
- ❖ 2015 – Parent/Student Handbook; Computer Generated Project BOF/BOS 2015/16 Budget Presentation; *Honorable Mentions*: Orientation for Visiting Tri-State Mathematics Committee, 2015/16 WSD Calendar and *The Bridge* Annual Education Report
- ❖ 2014 – Superintendent's Parent Updates; Parent/Student Handbook; 2013 CMT Results Presentation to BOE; Common Core State Standards & SBAC Presentation to Parents; 2014/15 Budget Presentation to BOS/BOF; *Honorable Mention: The Bridge*
- ❖ 2007 – Budget Presentation – Education for Right Now and Tomorrow
- ❖ 2006 – Parent/Student Handbook; Computer Generated Project; Budget Presentation to BOS/BOF
- ❖ 1997 – *The Children's Guide to Woodbridge*

2018-19 Communication Additions/Changes/Considerations

Public Served	How	By Whom
External: Parents	<i>Coming Soon Powerschool Registration</i> Replaces paper forms Online registrations for new students Online forms and contact information updating for returning students	Superintendent/ Principal and other identified staff
External: Parents	<i>Coming Soon Alert Solutions: Swift K12 Messenger</i> Replaces Honeywell Instant Alert Integrated with our SIS Powerschool (<i>information updates in Powerschool within 12 hours</i>) Cost savings to district and offers messages in a families native language Same system used in Bethany, Orange and Amity	Superintendent/ Principal and other identified staff
Internal and External	<i>Under Consideration:</i> Initiate Social Media	Superintendent or designee
External: <i>Community</i>	<i>Under Consideration:</i> Monthly Woodbridge Town News Education Article from Superintendent	Superintendent

REFLECTION AND SUMMARY

In summary, the Woodbridge School District Superintendent/Administrative Team provides comprehensive and ongoing communication that reaches a variety of publics both inside and outside the school district. The modes and frequency of communication are similar to area and DRG B school districts and provide reliable and predictable methods to stakeholders. The comprehensiveness (*list*), positive parent perception (*89% favorable*), and recognition (*CABE*) of current communications confirms the effective and user friendly nature of efforts. Areas identified for changes and/or considerations in 2018-19 will promote further improvements and enhance areas not yet fully utilized.