

Ector County Independent School District  
Communications Plan for Constituent Services Process

Following adoption of the Board Policy on constituent services (adopted, 2011), and development of administrative procedures for implementing the policy, communicate the process internally and externally through these and other vehicles:

- Superintendent’s Cabinet – Ensure all senior leadership team members understand the constituent services process and their role in carrying out the Board’s expectations per the policy and procedures.
- District Leadership Meeting – Inform principals and directors that the constituent services process is being implemented. Explain the role of school system leaders (school-based and system level) in carrying out the Board’s expectations per the constituent services policy and procedures.
- PTA, CCIS, and Teacher Organizations – Explain the constituent services process to the group members so they are aware of how the Board follows through on constituent questions or concerns. Use these groups as a means of informally evaluating the effectiveness of the procedures as perceived by the groups.
- News Media – Issue a news release and conduct a news conference to inform the public of the Board’s formal approach to constituent services.
- Board of Trustees Meeting – Periodically share, for the benefit of the citizens
- ECISD Website – Provide policy BBE (Local) and Exhibits A and B
- ParentLink

Communications Plan Goals

- Build awareness of Board Of Trustees new policy designed to improve the level of services provided to constituents
- Generate support and understanding from internal and external groups on the policy and their roles and responsibilities in implementation efforts
- Improve understanding and perception of Board Of Trustees primary role of governance

Key Messages

- The Board Of Trustees top priority is ensuring that EVERY student receives a high-quality, rigorous education that enables him or her to reach his or her dreams
- The new Constituent Services policy will ensure more prompt, accurate, and complete responses to community member inquiries
- The Board Of Trustees support the Superintendent and empowers him to manage and direct staff to address the information needs of the community members
- The Board Of Trustees will follow all State laws and regulations regarding the prohibitions of Board Of Trustees involvement in management

- The Board Of Trustees recognizes that they are elected officials and trustees acting on behalf of the public and will remain accessible to the public. This accessibility will include assisting citizens with their needs for information by advising them to direct their suggestions, concerns, or questions through the Constituent Services process.
- The primary role of the Board is governance. Governance includes guidance and oversight of policies and educational services designed to improve student achievement.