

Executive Summary

Prepared for Board of Trustees Meeting

Aug. 22, 2017

Communications & Community Relation Annual Report

Board Goal:

Parent and Community Involvement

- (a) foster a positive and welcoming environment that encourages parent and community partnerships to achieve success for all our students*
- (b) work continuously with the community in planning and facility development*
- (c) utilize citizens' advisory committees to focus on short and long-term tasks*

Purpose of Report

The Communications and Community Relations Department exists to support all campuses and departments in creating an environment that fosters excellence for all students and staff. We work to share information from internal and external sources in an effort to build public trust and understanding. Though the technology and methodology of communicating has changed through the years, our commitment to excellence in school communications has not wavered.

Objectives

- ▶ *To **promote** the vision and mission of the district in ways that continuously reach our community*
- ▶ *To **support** each campus and department in creating an environment that fosters excellence for students and staff*
- ▶ *To **nurture** relationships with local businesses and organizations in an effort for them to see the value in supporting public education*
- ▶ *To **develop** and achieve effective methods of internal and external communication, ensuring that our families and community remain engaged with our students and staff*

Operational Impact

None.

Results

The information and activities presented are accomplished during the 2016-17 school year with resources from the district budget and fundraising stemming from partnerships through businesses and organizations in the Adopt-a-School. New goals and project ideas to expand the department's reach during the 2017-18 school year are included in the presentation. Additionally, the department is working on an extensive overhaul of the current web presence to ensure compliance with the Office of Civil Rights.