



River Forest  
Public Schools

*Inspire ... Empower ... Achieve*

## **Communications Objectives and Tactics for 2021-22 School Year**

### **Overall Objective for the Communications Department for 2021-22 School Year**

The core principals of the District's communication efforts will continue to be supporting transparent and effective outreach to key stakeholder groups, including families, students, community members, District 90 faculty and staff, Board members, members of the media, and others with timely information. The entire focus of the District's communications efforts is designed to support its mission of inspiring and empowering all learners to achieve their personal best.

### **Major Communications Tactics for 2021-22 School Year**

- Initiate regularly scheduled videos from the Administrative Team, including the Superintendent, Director of Curriculum and Instruction, Director of Student Services, Director of Technology, Director of Finance and Facilities, Human Resources Specialist, PTO Council Presidents, etc.
  - Student crew members will support Superintendent's videos
  - Regularly scheduled every 4-6 weeks
- Re-establish Employee e-Newsletter (with information from various teacher-led initiatives and professional development information, etc.)
- Continue Weekly Update
- Facilitate a communication support group of parents, faculty/staff, students, and other stakeholders
- Continue to increase the frequency of posts to social media
- Investigate revising/refreshing of website
- Investigate approaches for improved monitoring of Facebook comments for RF Parents and other groups following D90
- Support communications for the Strategic Plan, Essential Objectives, and COVID-related issues

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