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# District 23 Communications Expectations

Shared with the Board of Education  
October 9, 2025

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# Strategic Plan Alignment

Communication is an important embedded component of our Strategic Plan, but specifically articulated in Goal 3



## **Family and Community Partnership**




*Actively engage and communicate with all families to foster collaborative relationships that benefit student learning and understanding of district priorities.*








# Communications

- Tools
- Purpose
- Frequency
  - Districtwide
  - Schools
  - Staff


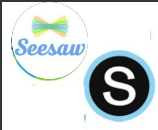

## ➔ Districtwide Communications

Tool	Purpose	Frequency
 Instant Connect	Phone, email, and text alerts for emergencies	As needed
 SMORE	School Scene Newsletter  Community Updates	Monthly  As needed
 Social Media	Highlighting student, staff, District, and Board	Ongoing Live Stream Monthly
Website	Static information, posts, and presentations	Ongoing

# → School Communications

Tool	Purpose	Frequency
 Instant Connect	Phone, email, and text alerts for emergencies	As needed
 SMORE	School Newsletters Grade Level Highlight	2x month
 SeeSaw or Schoology	Announcements	Daily
 Social Media	Highlighting student, staff, and School	Ongoing
 Website	Static information, posts, and presentations	Ongoing

## → Staff Communications

Tool	Purpose	Frequency
 Email/Phone	Ongoing communications	Calls/Messages returned within 24 hours M-F
 SeeSaw or Schoology	Post overview of learning activities and objectives	Weekly
	Post assignments	At least weekly
	Student or Program highlight	Monthly
 Social Media (optional for staff)	Highlighting student, staff, and School	Ongoing



# Parent Information

For us to be able to reach you using the above avenues it is critical that we have your current contact information in our student information system, PowerSchool:

## → Registration Information

- ◆ Phone: Primary, Secondary, and Emergency contacts
- ◆ email: Primary and Secondary
- ◆ Address: Primary

## → Updates

- ◆ Please contact the school office to update any family information

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# What Is Our PURPOSE?

1. Build a relationship with parents as partners
  2. Communicate expectations and learning objectives
  3. Support parents in monitoring and supporting their child
  4. Capitalize on home environment to extend learning for all
  5. Tell OUR story!
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# What Are Our Strategies?

1. Minimize # of Tools/sources
  2. Streamline communications to maximize efficacy
  3. Schedule communications to avoid oversaturation
  4. Personalize and focus on students
  5. Tell OUR story!
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# Clarifying Expected Practices

1. Email and SeeSaw/Schoology (LMS) for communication tools.
  2. 24hr Response to calls or emails, M-F.
  3. At least weekly posting of assignments, objectives, and activities in LMS.
  4. Monthly Student or Program Highlight in Constant Contact.
  5. Special recognition of each student at least once per year direct to parent.
  6. Identify an opportunity, at least once per month, to invite at-/from-home participation.
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