

### **Goal – Deliver effective communications for all stakeholders and stakeholder groups**

*1. Communications Coordinator should refine the COVID-19 communications plan and send out to the rest of the group, addressing:*

- The specific issues/challenges
- Identify target audiences and focus groups
- Issues of importance to teachers/staff, RFEA
- Issues of importance to parents/families
- Elementary communications: Elementary administrators
- Middle school communications: Middle school administrators
- Issues of importance to broader community and partners (ex. YMCA)

*2. The Communications group collaborates with the other focus area groups in deciding what to communicate:*

- Key questions include: What is the first task of communication? Who is communicating, and what information?
- Example would be to provide current synopses of what has happened on COVID-19 Community Advisory Panel in broad terms thus far
- Communications should be ongoing and consistent

*3. A weekly scheduled communication with stakeholders should be provided as we return to school, considering the following:*

- Who is disseminating the applicable information (District, principal, classroom teacher)?
- What information goes to website, social media, standard District communication (Primer, email, etc.)?
- Does all information gets posted to the D90 website?