Executive Summary
Prepared for Board of Trustees Meeting
Aug. 25, 2015

Communications & Community Engagement Report

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<u>Board Goal</u>:
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*

<u>Purpose of Report</u>

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 send and receive information from internal and external publics 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.

<u>Objectives</u>

- ▶ *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 build and **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*

<u>Operational Impact</u>

None.

<u>Results</u>

The information and activities presented are accomplished during the 2014-15 school year with resources from the district budget and fundraising stemming from partnerships and Adopt-a-School. New goals and project ideas to expand community engagement in the 2015-2016 school year are also included.

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