



COMMUNICATIONS PLAN 2024-2027

We believe effective two-way communication with all district audiences promotes trust and supports a positive environment for teaching and learning.

It is the responsibility of the Granby Board of Education to set district goals and to regularly review progress toward meeting those goals. In addition to approving this three-year communications plan, our Board will review and approve specific strategies as part of normal Board and budget operations. We will also track our district's progress in achieving the goals of this plan.

Granby Public Schools Communication Goals 2024-2027

1. Provide the information that audiences are seeking in an easy to find, engaging, concise, and understandable format.
2. Increase opportunities for audiences to express concerns, share suggestions, participate in decision-making, and be a meaningful part of the school community.



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Goal 1: Provide the information that audiences are seeking in an easy to find, engaging, concise, and understandable format.

OBJECTIVES AND STRATEGIES

Improve Website

Re-organize GPS web presence to help users find the information they seek.

- Include district/school dates and GMHS and GMMS daily bulletins (with school activities and club info) on home pages.
- Highlight budget news, initiatives, awards and celebrations, and key family information.
- Increase available information about GPS curriculum, strategic goals, equity work, and policies related to student conduct.
- Update central internal staff website to contain HR information, teaching resources, forms, new staff onboarding information, important policies, mandated training, etc.
- Add engaging student and staff photos and videos to help tell the district's story.

Create Engaging Newsletters

- Establish a common platform for accessible family newsletters.
- Set district standards for newsletter publication and distribution.
- Create a bi-annual internal staff newsletter to highlight staff awards, district successes, policies, BOE decisions, budget information, staff milestones, etc.

Increase Readability of all Communications

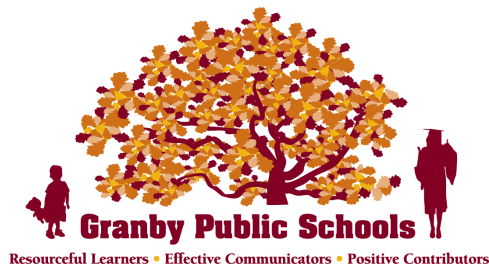
Train administrators and content creators on writing for today's audiences to improve readability and to engage targeted audiences..

Publicize Important Board of Education Decisions

Summarize important BOE decisions/votes as needed. Include as appropriate in student announcements, school newsletters, staff website, and *The Granby Drummer Vision* insert.

Refine Guidelines for Grade and Assignment Posting

- Develop shared outcomes and expectations for use of PowerSchool and Google Classroom.
- Provide training and support as needed.
- Communicate the guidelines to students and families.



COMMUNICATIONS PLAN 2024-2027

Strengthen District Identity

- Ensure school environments are welcoming to all.
- Create a branding committee with representatives from various audiences.
- Work with a graphic designer to update district and school logos using common elements (e.g., colors, fonts) to create cohesion.
- Create high quality raster (for websites, letterhead, etc.) and vector (for commercial banners, spirit gear) files for each logo in a variety of orientations.
- Include a branding guide to ensure consistent logo use and help build our school brand.

Share School Successes

- Add awards and recognition as a standing agenda item to Board meetings.
- Use the district social media accounts to celebrate GPS students and staff.
- Publicize districtwide accolades in various media outlets.
- Share engaging student and staff videos to help tell the district's story.

Review Efficacy of Current Communications Platforms

- Review and evaluate the use of district communication systems such as *School Messenger*, *Apptegy*, *Remind*, *Ecollect*, *Digital Backpack*, *My School Bucks* for redundancies and possible savings.
- Research alternative platforms which could potentially replace many or all.

Prepare Audiences for Emergencies

Share a clear description of crisis communication protocols with appropriate audiences.



COMMUNICATIONS PLAN 2024-2027

Goal 2: Increase opportunities for audiences to express concerns, share suggestions, participate in decision-making, and be a meaningful part of the school community.

OBJECTIVES AND STRATEGIES

Publicize Process for Getting Concerns Addressed

Create and share a public and internal “Addressing School Concerns” process chart to help all audiences get their questions answered and problems resolved as quickly as possible.

Increase Opportunities to Address Questions

- Post a public *Ask GPS* blog for district leaders to answer questions from students, families, and the community.
- Create additional internal avenues for staff to share concerns and questions and to collaborate on solutions.

Engage Parents and Community Members

- Partner with family groups to support students and schools.
- Capitalize on open house events and school conference days to showcase school resources and student work.
- Continue to promote family and community engagement opportunities around events and school projects.
- Publicize opportunities and guidelines for volunteers.
- Extend a welcome to community members attending public events such as athletic contests, school plays, and concerts. Arrange for transportation if needed/possible.
- Create a committee to design a reciprocal intergenerational activity/event where students visit the community and community members visit the schools.

Connect District Leaders and Superintendent with Families and Community

- Set up informal events for families to meet with principal (e.g. coffee with the Principal)
- Record and share “SuperChat” videos to highlight students and programs.
- Attend community meetings and events.
- Create avenues for families and community members to be heard when key policies, programs, and initiatives are considered.