



COMMUNICATIONS COMMITTEE MEETING

Tuesday, April 18, 2023 5:15 PM

COMMITTEE MEETING ONLINE-ZOOM Please use the link below to join the webinar:

<https://us02web.zoom.us/j/89611568616?pwd=MUdxeWlOdy8rbENKaHpKT0g0cnZPUT09> Passcode: 383124 Or Telephone: US: +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 or +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833 Webinar ID: 896 1156 8616 International numbers available:

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1. Communication Plan



Glastonbury Public Schools
2023-2026 Communications Plan Working Doc



School District Communication

Effective school communication promotes student learning by engaging all Glastonbury Public School stakeholders. The district strives to provide accurate, timely, relevant, and understandable information. We look to build understanding and trust as we foster relationships within a supportive school community.

To share our story with stakeholders, we research, write, edit, design, and publish. We create videos, customize graphics, and share photographs with the school community. We meet with, talk with, and, most importantly, listen to our stakeholders.

Presented here are [draft] communication goals and objectives designed to improve the effectiveness of our communication with a variety of stakeholders over the next three years.

*Information is giving out;
communication is getting
through.*

—Sydney J. Harris



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Communication Goals 2023-2026

1. To engage our target audience with quality communications regarding student learning and school operations.
2. To build stakeholder ownership in the District by promoting trust, goodwill, and a positive environment for teaching and learning.

Communication Strategies 2023-2026

Families: Improve school-to-home communications. (In progress)

- Research and consider a change to our current school communication/parent notification system (School Messenger) to improve two-way communication, translations for families that speak another language at home, ease of use for parents and staff, and overall engagement.
- Include stakeholders as part of the process.
- Implement platform/new features.

Community: Engage the Glastonbury community.

- Explore ways to engage the broader community via a new communication system and other platforms.
- Collaborate with Glastonbury Senior Services, senior living facilities, and community groups to invite the broader community to school events.
- Increase sharing of stories that celebrate students and staff in public media.

Staff: Support staff recruitment through communications. (In progress)

- Boost our recruitment efforts by expanding our HR/Employment webpage.
- Create engaging marketing materials for recruitment events.



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Staff: Expand staff connections across the district.

- Improve internal communications to help staff understand and represent the district's vision, mission, and goals.
- Capitalize on staff energy and talents to support district initiatives.
- Provide staff with regular and timely information regarding district actions and initiatives impacting our school community.

Town Leadership: Engage and inform town leaders.

- Provide town leaders with targeted communications that include information on recent district achievements and initiatives.
- Inform town leaders of opportunities to attend school activities open to the public.

All Stakeholders: Create a new Glastonbury Public Schools logo/tagline.

- Replace the outdated seal with a new logo/tagline to represent our modern and forward-thinking district.



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Recent School Communications Accomplishments

Communication Awards

Glastonbury Public Schools is regularly recognized by the Connecticut Association of Boards of Education for its communications. Most recently, the district received 2022 Awards of Excellence for 1) the [superintendent's 2022-2023 budget presentation](#), 2) the school year's theme and branding ([Be Kind, Be Curious, and Be Well](#)), and 3) the district's [STEAM website](#).

Videos, graphics, and photography

The influence of creative visual media has skyrocketed in the last decade. People are bombarded with a communications overload day after day. Our videos, graphics, and photography capture the attention of our audiences with engaging and relevant information.

Pandemic communications

Internal and external pandemic communications have been a priority for over two years. This included regular emails, websites, booklets, numerous staff, and parent surveys, data collection, newspaper columns, newsletter articles, presentations, and speeches. We have responded to national, state, and local information during rapidly changing times. We strive to provide accurate, informative, and clear communications tailored to our different stakeholders.

Communications on controversial topics

Our district has recently navigated a number of controversial issues. In a time of local, state, and national political discord, our communications in the midst of controversy have helped inform stakeholders, dispel inaccuracies, and drive our district's goals forward.

Virtual events

Numerous in-person events in our district pivoted abruptly to virtual events during the pandemic. This included everything from graduation celebrations to student awards and curriculum events. Schools and curricular departments were supported to provide clear communications, quality videos, and an engaging website presence to help their virtual events succeed.

School newsletter platform

In 2021, our schools transitioned to a modern digital school newsletter platform for parents (SMORE). This was a well-received improvement from the Microsoft Word and Publisher documents schools had been creating. This platform supports well-designed, streamlined, relevant, accessible, and readable communications for families and staff.

Website accessibility

School districts nationwide have faced lawsuits over website accessibility ADA compliance. Many districts hire outside consultants and website vendors to ensure equal access to information and to avoid legal issues. We have avoided the added expense of consultants and vendors. We have also expanded our caption translations (when possible) to the most common world languages spoken by our parents.



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Annual Safety and Security Plan

This extensive plan, required by the state, is handled within our district. We annually update, organize, and disseminate this plan, which is over 330 pages. Again, some districts hire vendors for this work.

Teachers of the Year

We assist our Glastonbury Public Schools Teachers of the Year with their state of CT Teacher of the Year applications, convocation speeches, and state interviews (if selected as state semifinalists). Six out of our last eight Teachers of the Year have become state semifinalists. One was also selected as a Finalist.

School Logos

Over the last year, we have upgraded every school's logo. We looked to incorporate similar concepts, fonts, and colors so our logos look more like a "family." Each school and the Eastbury Programs now have professional quality logo versions to serve various purposes. They have a branding guide to help keep their brand consistent and recognizable. And they have a set of vector-quality logos to be used for commercial printing (school spirit gear, banners, etc.).

