Long Range Planning Committee

Thursday, September 6, 2018 6:30 PM
Long Range Planning Committee, L.P. Wilson Community Center, Room 17, 601 Matianuck Avenue, Windsor, CT 06095

1. **Call to Order, Pledge to the Flag and Moment of Silence**
2. **Audience to Visitors**
3. **Discuss Preschool needs**
4. **Status of Infrastructure Projects**
5. **OFCP Update**
6. **Districts outside of CT with potential similar demographics**
7. **School Uniforms**
8. **School Enrollment**
9. **Communications Plan**
10. **Adjournment**

Potential Cost of PreSchool Classrooms

1 PreSchool Classroom	Salary	Benefits	Supplies / Materials	One Time Cost	Grand Total
1.0 FTE Teacher	$55,000	$20,000			
1.0 FTE Para(if needed)	$23,000	$20,000			
Annual Supplies & Materials			$5,000		
Annual Cost/Per Classroom	**$78,000**	**$40,000**	**$5,000**		**$123,000**

One time Cost - Initial Classroom Setup	
Classroom Furniture	
3-2-1 PreK-2 Table (3 sets)	$2,300
Stack Chairs (3 sets)	$1,800
Three Shelf Book Display	$300
Activity Table	$375
Kitchen Center	$450
Magnetic Easel	$300
Mail Center	$350
Kit Cubby - Flat Tray w/locking cast	$500
Teacher Desk & Chair	$1,500
Classroom Supplies	
Supplies & Materials	$2,600
Total One time Cost - Initial Classroom Setup	**$10,475**

PROJECT DETAIL

Project Title:	**BOE - Poquonock School - HVAC Conversion (Phase III)**
Department:	**Board of Education**

Description and Purpose

The conversion of the school HVAC system **from steam heating to hot water heating (Phase I and II)** was completed in 2010 and 2011. This Phase III effort would entail architectural and engineering design services and construction for the installation of air handlers, energy recovery ventilators, and appurtenances to complete remaining proposed HVAC system improvements to **the school. Implementation of this phase** would bring air conditioning and **ventilation throughout the building improving indoor air quality and** bringing the facility up to code.



RECOMMENDED FINANCING

	Source of Funds	Estimated Cost in Current Dollars	Estimated Expenditures by Fiscal Year						
			FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	Six Year Total
A. Planning and Engineering		-	-	-	-	-	-	-	-
B. Land and Right of Way		-	-	-	-	-	-	-	-
C. Construction	2	900,000	936,000	-	-	-	-	-	936,000
D. Equipment		-	-	-	-	-	-	-	-
E. Administration		-	-	-	-	-	-	-	-
F. Other Costs		-	-	-	-	-	-	-	-
G. Bonding	2	16,200	16,800	-	-	-	-	-	16,800
H. Contingency	2, 6	180,000	187,200	-	-	-	-	-	187,200
TOTAL		**1,096,200**	**1,140,000**	-	-	-	-	-	**1,140,000**
F. Annual Maintenance & Repair		1250	-	-	-	-	-	-	-

(1) General Fund
(2) Municipal Bonds
(3) Private Funding
(4) Enterprise Funds
(5) State/Federal Aid
(6) Other Funding

PROJECT DETAIL

Project Title: **BOE - Sage Park Middle School- Roof Repairs and Partial Roof Replacement**

Department: **Board of Education**

Description and Purpose:

This project would include addressing multiple sections of roofing at the Sage Park Middle School which are beyond their original life expectancy and becoming problematic with ongoing leaks. This project includes the replacement of approximately 29,000 square feet of roofing as well as the repair of approxiately 78,000 square feet of roofing which has begun to visually crack and blister. The section of roof to be replaced would be replaced with a built-up biuminous roof with a 25 year warranty. The recommended repairs to the sections of deteriorating roofing would be repaired by repairing blisters and adding a flood coat and gravel to the roof. The repairs are estimated to extend the life expectancy of the roof by an additional 15 to 20 years.

Design monies were allocated in FY18 for the design of the section of roof to be replaced. Additional design monies to be requested in FY19 will be used towards the development of plans for sections of roof to be repaired.



RECOMMENDED FINANCING

	Source of Funds	Estimated Cost in Current Dollars	Estimated Expenditures by Fiscal Year						
			FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	Six Year Total
A. Planning and Engineering	6	30,000	32,400	-	-	-		-	32,400
B. Land and Right of Way		-	-	-	-	-	-	-	-
C. Construction	2	1,600,000	-	1,734,000	-	-		-	1,734,000
D. Equipment		-	-	-	-	-	-	-	-
E. Administration		-	-	-	-	-	-	-	-
F. Other Costs		-	-	-	-	-	-	-	-
G. Bonding	2	28,800	-	30,000	-	-		-	30,000
H. Contingency	2	320,000	-	346,000	-	-		-	346,000
TOTAL		**1,978,800**	**32,400**	**2,110,000**	-	-	-	-	**2,142,400**
I. Annual Maintenance & Repair		-	-	-	-	-	-	-	-

(1) General Fund
(2) Municipal Bonds
(3) Private Funding
(4) Enterprise Funds
(5) State/Federal Aid
(6) Other Funding

PROJECT DETAIL

Project Title: **BOE - Sage Park Middle School - Alternative Energy and Efficiencies Upgrades**

Department: **Board of Education**

Description and Purpose:

A study of Sage Park Middle School's HVAC system and alternative energy and efficiency enhancements has been completed. The 2nd floor of the building gets excessively warm during May - September. Air conditioning the 2nd floor would greatly improve comfort levels. Due to the size and scope of work, anticipated design-construction would be done in multiple phases. Funding in FY18 was allocated for the design of HVAC improvements to the 2nd floor and FY20 is for the evaluation of alternative energy sources, potential funding opportunities, and design of the remaining recommended improvements. The proposed construction phase at this time includes the replacement of existing rooftop heating and ventilation units as well as the installation of air conditioning on the 2nd floor of the school.



RECOMMENDED FINANCING

	Source of Funds	Estimated Cost in Current Dollars	Estimated Expenditures by Fiscal Year						
			FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	Six Year Total
A. Planning and Engineering	6	90,000	-	97,000	-	-		-	97,000
B. Land and Right of Way		-	-	-	-	-	-	-	-
C. Construction	2	2,250,000	-	-	2,632,700	-	-	-	2,632,700
D. Equipment		-	-	-	-	-	-	-	-
E. Administration		-	-	-	-	-	-	-	-
F. Other Costs		-	-	-	-	-	-	-	-
G. Bonding	2	43,900	-	-	51,400	-	-	-	51,400
H. Contingency	2	488,000	-	-	570,900	-	-	-	570,900
TOTAL		**2,871,900**	**-**	**97,000**	**3,255,000**	**-**	**-**	**-**	**3,352,000**
I. Annual Maintenance & Repair		-	-	-	-	-	-	-	-

(1) General Fund
(2) Municipal Bonds
(3) Private Funding
(4) Enterprise Funds
(5) State/Federal Aid
(6) Other Funding

MSAN
MINORITY STUDENT ACHIEVEMENT NETWORK

MEMBER LOGIN

Webinars

OVERVIEW AND MISSION

Enter search keywords here...

The Minority Student Achievement Network (MSAN) is a national coalition of multiracial school districts that have come together to understand and eliminate opportunity/achievement gaps that persist in their schools. MSAN districts have student populations between 3,000 and 33,000 and are most often located in well-established first-ring suburbs or small/mid-size cities. Additionally, the districts share a history of high academic achievement and connections to major research universities.

Across MSAN districts, disparities on an array of achievement data demonstrate wide gaps in performance across students from diverse racial, ethnic, and linguistic backgrounds. Since 1999, MSAN has worked fervently to achieve the parallel goals of closing gaps while ensuring all students achieve to high levels. To this end, districts work collaboratively to conduct and publish research, analyze policies, and share promising practices that support the Network's mission: ***to understand and change school practices and structures that keep racial opportunity/achievement gaps in place.***

MSAN Mission

To understand and change school practices and structures that keep racial opportunity/achievement gaps in place.

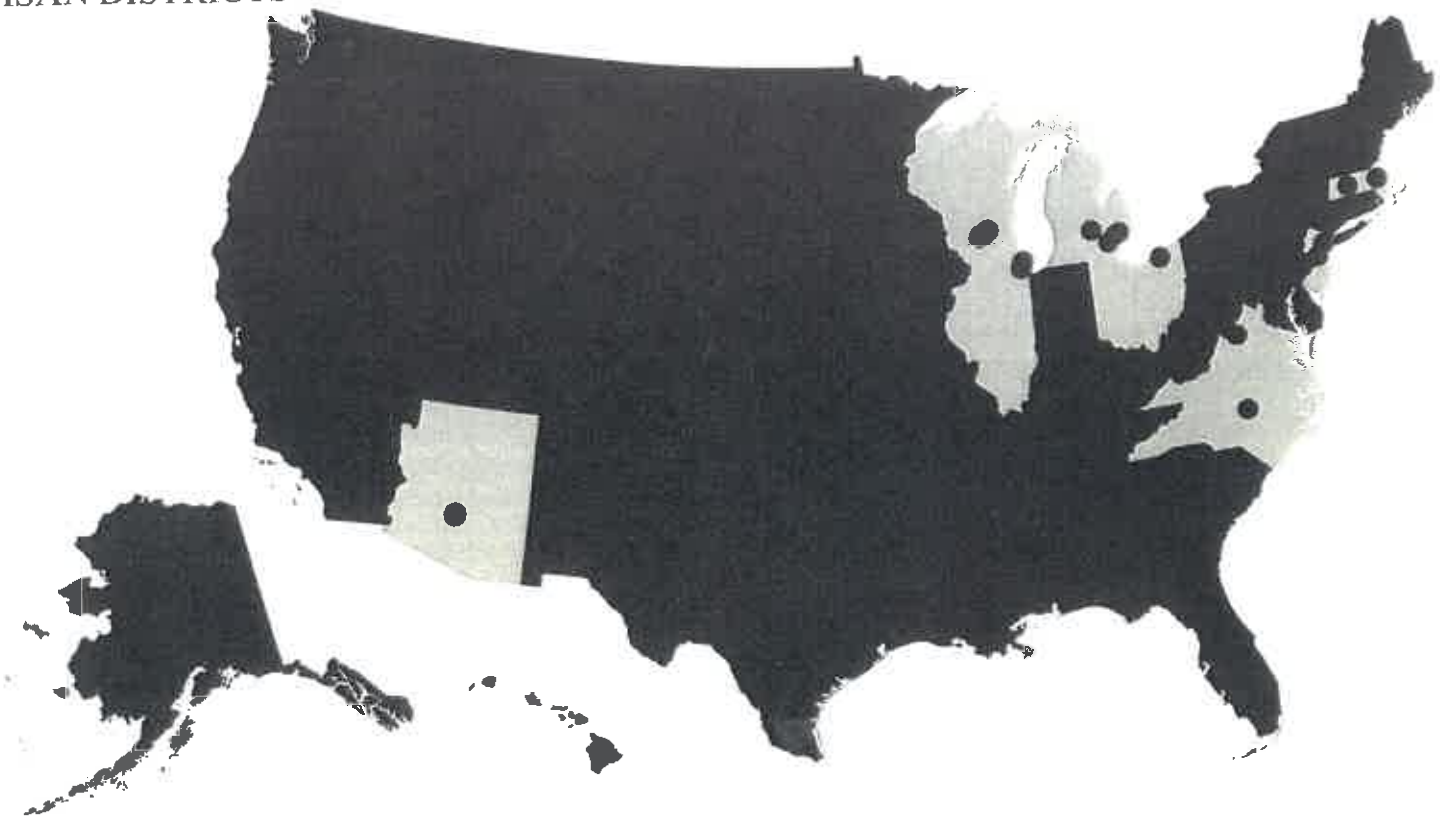


MSAN has worked to build a community of learners who engage in a common set of core practices across school districts. These include

- Engaging in collaborative research in which practitioners and researchers are equal partners in designing, conducting, and publishing research
- Evaluating programs intended to raise the academic achievement of students of color
- Conducting training and professional development activities for district teachers and administrators relative to the MSAN mission
- Creating opportunities for students to guide the work of the organization
- Disseminating results of Network activities among MSAN districts and the larger educational community.

For more information about MSAN please contact Executive Director, Dr. Madeline Hafner at 608.262.1665 or mhafner@wisc.edu

MSAN DISTRICTS



Alexandria City Public Schools - Grades: K-12
Alexandria. VA

Amherst-Pelham Regional Schools - Grades: K-12
Amherst, MA

Ann Arbor Public Schools - Grades: K-12
Ann Arbor, MI

Arlington Public Schools - Grades: K-12
Arlington, VA

Birmingham Public Schools - Grades: K-12
Birmingham , MI

Brookline Public School - Grades: K-12
Brookline , MA

Buckeye Elementary School District #33 - Grades: K-8
Buckeye, AZ

Chapel Hill-Carrboro City Schools - Grades: K-12
Chapel Hill, NC

Cleveland Heights-University Heights City School District
University Heights, OH - Grades: K-12

East Lansing Public Schools - Grades: K-12
East Lansing , MI

Evanston Township High School District 202 - Grades: 9-12
Evanston, IL

Evanston/Skokie Elementary School District 65 - Grades: K-8
Evanston, IL

Farmington Public Schools - Grades: K-12
Farmington, MI

Harrisonburg City Public Schools - Grades K -12
Harrisonburg, VA

Isaac Elementary School District #5 - Grades PreK-8
Phoenix, AZ

La Grange School District 102 - Grades PreK- 8
LaGrange Park, IL

Madison Metropolitan School District - Grades: K-12
Madison, WI

Middleton-Cross Plains Area School District - Grades: K-12
Middleton, WI

Niles Township High School District 219 - Grades 9 - 12
Skokie, IL

Oak Park and River Forest High School District 200 - Grades: 9-12
Oak Park, IL

Oak Park Elementary School District 97 - Grades: K-8
Oak Park, IL

Paradise Valley Unified School District - Grades: K-12
Phoenix, AZ

Princeton Public Schools - Grades: K-12
Princeton, NJ

School District of South Orange & Maplewood - Grades: K-12
South Orange , NJ

Shaker Heights City School District - Grades: K-12
Shaker Heights, OH

Sun Prairie Area School District - Grades: K-12
Sun Prairie , WI

Verona Area School District - Grades: K-12
Verona , WI

WINDSOR BOARD OF EDUCATION

Agenda Item SUMMARY

For Consideration by the Board of Education at the Meeting of: June 17, 2014

Prepared by: Craig Cooke **Presenter(s):** Craig Cooke

Attachments: Dress Code Survey Results

SUBJECT: Dress Code Survey

Background:

In February 2007, Windsor Public Schools considered the implementation of defined clothing or formal school uniforms. After consideration, the Board decided not to institute either. The District Improvement Committee received requests to ask the Board to consider defined clothing or school uniforms.

Status:

At the March 2014 Regular Meeting, the Board directed the Superintendent to conduct a survey of parents, staff and students on their opinion regarding school uniforms and report the result to the Board of Education at the June 2014 meeting. The survey was conducted over two weeks in May.

RECOMMENDATION:

The presentation this evening includes the findings that resulted from the Dress Code Survey. For informational purposes only.

Recommended by the Superintendent

Agenda Item# 6d1

Dress Code Survey Report
June 17, 2014

Background

The Windsor Board of Education District Improvement Committee received seven comments from parents and community members suggesting that the Board of Education consider the implementation of a dress code or formal dress policy for students. As part of their process, the District Improvement Committee referred those suggestions to the full Board. The Superintendent provided the Board of Education with the results of a dress code survey that was conducted in 2007. The Board of Education reviewed and discussed those results.

At the March Board of Education meeting, the Board of Education asked the Superintendent to conduct a survey regarding dress code in the schools and that the Superintendent should report the results of the survey at the June Board meeting. It was discussed that the Superintendent would develop questions similar to the questions asked in 2007. The particulars of the methodology were left up to the Superintendent to determine.

Methodology

Survey questions were created from the 2007 bank of survey questions removing what were felt to be leading underlining marks and duplicate/unnecessary questions. The survey was loaded into Survey Monkey which allowed for ease of use and tabulation. Survey Monkey was utilized for the entire survey population except for high school students. In discussion with Russell Sills, Windsor High School Principal, it was determined that the survey would be administered during students' advisory time through paper copy and scantron sheets. This would lead to the least amount of disruption to the education process and provide the most accurate results for this sample. Katrina Palazzolo-Wicks, Technology Teacher Leader, was in charge of monitoring the survey and tabulating the results.

Survey methods:

Students:

All students completed the Survey Monkey survey except Windsor High School as previously noted.

Administrators:

All administrators received an e-mail with a survey link attached requesting them to complete the survey.

Staff:

All staff received an e-mail with a survey link attached requesting them to complete the survey.

Parents and Guardians:

The district sent out notices to all families that a survey was available regarding student dress code and requested their response to the survey. Survey was available on the website for parents and guardians to access.

Protection against multiple responses from one participant:

The district took great care to protect against multiple responses from the same survey participant. Where possible, students completed the survey at the same time to ensure that students did not have

the opportunity to submit multiple responses. When the parent/guardian survey was initially opened up, the survey was allowing for multiple responses. When this was brought to our attention, a change was made and duplicate responses were deleted.

Survey Sample

Windsor High School	9th and 10th Graders	375
Sage Park Middle School	6th, 7th, and 8th Graders	609
Clover and JFK	3rd, 4th, and 5th Graders	163
Administration		19
Staff		355
Families		545
Total		2,066

A sample size of 375 ninth and tenth graders was utilized at Windsor High School. Students in grades 11 and 12 would not be at Windsor High School at the time a potential dress code change would be instituted and, therefore, it was determined not to elicit their feedback. At Sage Park, a sample size of 609 students was utilized and a sample size of 163 at Clover Street and JFK combined was utilized. The differing sample sizes were not a concern because results are reported by level not total number of student responses. The sample size is representative of the student population at each level.

Summary of Results

The results for each individual survey are attached to this report. The results should be considered in the context of this survey administration, which was to receive input to inform future work. These results should not be considered scientific as surveys were administered in some cases with limited control.

Student results indicate that students are typically finding their peers dressed appropriately for school and that there is some, but not a majority, of families that have disagreements over what clothes should be worn to school.

It is important to note for follow-up that students agreed with the statement that students tease or make fun of others because of what they wear. Although these results are not unique to Windsor Public Schools, the schools should address these results through activities involving Positive Behavioral Intervention Supports (PBIS) and advisory time at the high school.

In the opinion of this author there were three major questions that should be discussed and considered as next steps. The three major questions appear below along with the answers from the different groups.

Would you support revisions to the current student dress code?

	Yes	No
Parents	57.8	42.2
Administration	68.4	31.6
Staff	87.7	12.3
High School Students	31.7	68.3
Middle School Students	49.7	50.2
Elementary School Students	N/A	N/A

Would you support a dress code that consists of collared shirts, solid-colored dress pants belted at the waist, skirts, or blouses?

	Yes	No
Parents	51.9	48.1
Administration	42.1	57.9
Staff	75.5	24.5

Would you support a formal school uniform?

	Yes	No
Parents	47.1	52.9
Administration	31.6	68.4
Staff	64.8	35.2

The results indicate support for revisions to the current dress code from parents, administration and staff. The results indicate support for a dress code that consists of collared shirts, solid-colored dress pants belted at the waist, skirts, or blouses from staff and slight support from parents. Only staff supported a formal school uniform.

Recommendation

There is not significant support to move to a formal school uniform or to institute a defined dress code policy (collared shirts, solid-colored dress pants belted at the waist, skirts, or blouses). It is important to note and consider that staff surveyed supported both defined dress and uniforms. This survey did provide extremely useful information to the district regarding the perception of the current dress code policy. Overwhelming support exists for examining the current policy. Therefore, the school district should create a committee made up of students (high school), parents, staff, and administration to review the current district dress code. The Superintendent would charge the committee with developing recommendations for an updated dress code policy. The committee would complete their work during the fall semester and make a recommendation to the full Board of Education regarding the dress code. The policy committee would then be asked to consider the recommendations.

Respectfully submitted,

Craig Cooke, Ph.D., Superintendent

Dress Code Survey - Parents

1. Which school does your child(ren) attend?

Answer Options	Response Percent	Response Count
Clover Street School	6.8%	37
John F. Kennedy School	17.6%	96
Oliver Ellsworth School	23.3%	127
Poquonock Schools	5.7%	31
Sage Park Middle School	25.9%	141
Windsor High School	48.2%	262
Other (please specify)	0.4%	2
answered question		544
skipped question		2

2. Would you support revisions in the current student dress code? To view a copy of the current dress code, click here.

Answer Options	Response Percent	Response Count
Yes	57.8%	312
No	42.2%	228
answered question		540
skipped question		6

3. Would you support a dress code that consists of collared shirts, solid-colored dress pants belted at the waist, skirts, or blouses?

Answer Options	Response Percent	Response Count
Yes	51.9%	283
No	48.1%	262
answered question		545
skipped question		1

4. Would you support a formal school uniform?

Answer Options	Response Percent	Response Count
Yes	47.1%	256
No	52.9%	288
answered question		544
skipped question		2

Dress Code Survey - Administration

1. Would you support revisions in the current student dress code? To view a copy of the current dress code, click here

Answer Options	Response Percent	Response Count
Yes	68.4%	13
No	31.6%	6
answered question		19
skipped question		0

2. Would you support a dress code that consists of collared shirts, solid-colored dress pants belted at the waist, skirts, or blouses?

Answer Options	Response Percent	Response Count
Yes	42.1%	8
No	57.9%	11
answered question		19
skipped question		0

3. Would you support a formal school uniform?

Answer Options	Response Percent	Response Count
Yes	31.6%	6
No	68.4%	13
answered question		19
skipped question		0

Dress Code Survey - Staff

1. In which school do you work most of the time?

Answer Options	Response Percent	Response Count
Clover Street School	10.3%	36
John F. Kennedy School	12.8%	45
Oliver Ellsworth School	10.8%	38
Poquonock Schools	6.3%	22
Sage Park Middle School	23.9%	84
Windsor High School	27.9%	98
LP Wilson	8.0%	28
answered question		351
skipped question		4

2. Would you support revisions in the current student dress code? To view a copy of the current dress code, click here.

Answer Options	Response Percent	Response Count
Yes	87.7%	308
No	12.3%	43
answered question		351
skipped question		4

3. Would you support a dress code that consists of collared shirts, solid-colored dress pants belted at the waist, skirts, or blouses?

Answer Options	Response Percent	Response Count
Yes	75.5%	268
No	24.5%	87
answered question		355
skipped question		0

4. Would you support a formal school uniform?

Answer Options	Response Percent	Response Count
Yes	64.8%	230
No	35.2%	125
answered question		355
skipped question		0

Dress Code Survey - Windsor High School Students

1. Which school do you attend?

Answer Options	Response Percent	Response Count
Windsor High School		368
	answered question	368

2. I am a ...

Answer Options	Response Percent	Response Count
Boy	56.6%	212
Girl	43.3%	156
	answered question	368

3. Choose your grade

Answer Options	Response Percent	Response Count
Grade 9	53.6%	199
Grade 10	46.6%	172
Grade 11	0.0%	0
Grade 12	0.0%	0
	answered question	371

4. Would you support revisions in the current student dress code? To view a copy of the current

Answer Options	Response Percent	Response Count
Yes	31.7%	117
No	68.3%	252
	answered question	369

5. Do you feel students are dressed appropriately for school?

Answer Options	Response Percent	Response Count
Yes	76.8%	288
No	23.2%	87
	answered question	375

6. Do some students tease or make fun of others because of what they wear?

Answer Options	Response Percent	Response Count
Yes	46.3%	173
No	53.7%	201
	answered question	374

7. Do students feel pressured to wear popular name brand clothes?

Answer Options	Response Percent	Response Count
Yes	36.7%	137
No	63.3%	236
	answered question	373

8. Do you ever have disagreements with your parents/guardians about the clothes you wear to

Answer Options	Response Percent	Response Count
Yes	18.3%	67
No	81.7%	299
	answered question	366

Dress Code Survey - Sage Park Middle School Students

1. Which school do you attend?

Answer Options	Response Percent	Response Count
Sage Park Middle School		601
	answered question	601

2. I am a ...

Answer Options	Response Percent	Response Count
Boy	45.3%	276
Girl	54.7%	333
	answered question	609

3. Choose your grade

Answer Options	Response Percent	Response Count
Grade 6	18.5%	190
Grade 7	19.0%	196
Grade 8	21.3%	219
	answered question	605

4. Would you support revisions in the current student dress code? To view a copy of the current

Answer Options	Response Percent	Response Count
Yes	49.7%	300
No	50.2%	303
	answered question	603

5. Do you feel students are dressed appropriately for school?

Answer Options	Response Percent	Response Count
Yes	78.7%	472
No	21.3%	128
	answered question	600

6. Do some students tease or make fun of others because of what they wear?

Answer Options	Response Percent	Response Count
Yes	66.2%	397
No	33.7%	202
	answered question	599

7. Do students feel pressured to wear popular name brand clothes?

Answer Options	Response Percent	Response Count

Yes	55.8%	334
No	44.2%	265
	answered question	599

8. Do you ever have disagreements with your parents/guardians about the clothes you wear to

Answer Options	Response Percent	Response Count
Yes	30.8%	185
No	69.2%	416
	answered question	601

Dress Code Survey - Elementary

1. I am a

Answer Options	Response Percent	Response Count
Boy	42.9%	69
Girl	57.1%	92
answered question		161
skipped question		2

2. Choose your grade

Answer Options	Response Percent	Response Count
Grade 3	12.3%	20
Grade 4	35.0%	57
Grade 5	52.8%	86
answered question		163
skipped question		0

3. Which school do you attend?

Answer Options	Response Percent	Response Count
Clover Street School	52.8%	85
John F. Kennedy School	47.2%	76
answered question		161
skipped question		2

4. Do some students tease or make fun of others because of what they wear?

Answer Options	Response Percent	Response Count
Yes	46.3%	75
No	53.7%	87
answered question		162
skipped question		1

5. Do you feel students are dressed appropriately for school?

Answer Options	Response Percent	Response Count
Yes	74.2%	121
No	25.8%	42
answered question		163

skipped question	0

6. Do you ever have disagreements with your parents/guardians about the clothes you wear to school?

Answer Options	Response Percent	Response Count
Yes	31.9%	52
No	68.1%	111
answered question		163
skipped question		0

WINDSOR PUBLIC SCHOOLS
COMMUNICATIONS PLAN 2018-2019 DRAFT

Jenna Herrick

District Communications Specialist

Last updated: September 2018

Windsor Public Schools

601 Matianuck Ave

Windsor CT, 06095

860-687-2000

www.windsorct.org

WINDSOR PUBLIC SCHOOLS
COMMUNICATIONS PLAN 2018-2019 DRAFT

Board of Education Mission Statement:

to develop the genius in every child and create life-long learners.

Goals:

To accomplish this mission, the Windsor Public Schools, in cooperation with families and the greater Windsor community, will ensure that all students acquire the following skills and behaviors:

1. All students will demonstrate a strong work ethic, exemplary academic skills, effective oral and written communications, technological aptitude, and necessary skills to work collaboratively with others.
2. All students will demonstrate the ability to think critically and to solve complex problems utilizing analytical ability, creativity, research skills, logical reasoning, innovation, integrative understanding and resilience.
3. All students will demonstrate a knowledge and understanding of the increasingly global nature of society and behaviors associated with good citizenship.
4. All students will graduate from Windsor Public Schools with a clear achievable post-secondary plan.
5. All students will demonstrate an understanding of the importance of health and wellness.
6. All students will gain an appreciation for the visual and performing arts.

**Approved by the Board of Education: December 20, 2016*

WINDSOR PUBLIC SCHOOLS
COMMUNICATIONS PLAN 2018-2019 DRAFT

Stakeholders

Windsor Public School's stakeholders consist of internal and external audiences. Each stakeholder plays a valuable role in the success of Windsor Public Schools, and benefit from the success of the district.

Internal

- All Employees
- Students
- Volunteers

External

- Parents
- Taxpayers of the District
- Business Leaders
- Elected Officials
- Civic Leaders
- Local Media
- Alumni
- Parent-Teacher Organizations
- Local Colleges and Universities
- New / Prospective Residents of the Windsor Community
- Neighboring School Districts
- Residents without children in the district
- Windsor Education Foundation
- Among other external stakeholders

WINDSOR PUBLIC SCHOOLS
COMMUNICATIONS PLAN 2018-2019 DRAFT

Communication Goals and Strategies

1) Promote a positive image of the Windsor Public Schools District resulting in increased public support.

- Distribute a variety of communications such as newsletters, press releases, media alerts etc. to keep the media and public informed of district-wide activities.
- Expand the district's social media presence to inform the public and encourage community engagement.
- Maintain an informative, user-friendly and up-to-date district website with fresh content and news.

2) Maintain a proactive media relations plan with local, state, and national media outlets

- Establish a strong positive relationship with key members of the media.
- Develop an editorial calendar and pitch feature stories to local media to highlight programs, events or exceptional students and staff.
- Distribute informative news releases to educate the public and control the district's overall message.

3) Strengthen relationships with key stakeholders and encourage community and family engagement

- Implement School Messenger protocols to staff members to bring consistency in the way we share information to our families across the district.

Communication Goals and Strategies

- Utilize District Communication Specialist for all media related inquires and story ideas.
- Work with Office of Family and Community Partnership to promote opportunities to get involved in our schools and the community.

4) Improve internal communications by establishing an effective employee communication process

- Identify proper protocol for approval of professional communication (school and district level).
- Continue to seek feedback from staff and establish areas of improvement regarding internal communications.
- Utilize appropriate communication tools to distribute messages to select audiences.

WINDSOR PUBLIC SCHOOLS
COMMUNICATIONS PLAN 2018-2019 DRAFT

Family Communication Protocol

Effective communication with families is essential for a thriving school environment. We strive to improve communication with our families to build trust, transparency and collaboration to best fulfill our mission. These protocols have been created to bring consistency in the way we share information to our families across the district.

- **School Messenger**

Type of Information	Phone	Text	Email	Website	Social Media
Important Reminders	X	X	X	X	X
Event Promotion	X	X	X	X	X
Forms / Documents			X	X	
School E-Newsletters			X	X	
Public Relations				X	X

**Messages should be sent to families at 6:00 p.m. unless it is an emergency or time sensitive.*

- **Weekly School E-Newsletters:**
  - Schools are responsible for distributing a weekly E-Newsletter to families on Fridays.
  - The E-Newsletter is required to be uploaded to its designated school folder to appear on the website and must be emailed to families using School Messenger.
  - The E-Newsletter should include pertinent information about each school including weekly events, announcements, links to documents, resources for parents / guardians etc. Events should also be reflected accordingly on each school's Google calendar and will automatically appear on the website.
  - If an E-Newsletter is not distributed weekly, a follow-up from the District Communication Specialist will take place. An additional follow-up from the Superintendent will take place after two weeks.

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- **Website / Social Media:**
  - Content maintained daily
  - Includes news, announcements, events, articles, multimedia content (videos, photos), forms/documents etc.
  - Increase the district's social media presence, promote positive district news, and encourage community engagement
  - District Communications Specialist and Superintendent are responsible for sharing district level news
  - Superintendent Twitter Feed and WPS Facebook page stream on district website
  - Principals (or a designated staff member) are encouraged to utilize school Twitter accounts which stream directly on the individual school's website.
  - Encourage staff members to have a positive social media presence
  - WPS Mobile App

- **Submitting School News**
  - Schools are also responsible for submitting important news, photos, videos, and special events to District Communications Specialist to promote on district social media channels, future marketing materials, website, and the media.
  - All students in submitted photos must not appear on school's "no photo list." If a staff member is contacted by the media, please refer to the District Communications Specialist.

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District Communication Schedule

- **District Newsletter**
  - 3 times per year (Fall, Winter, Spring)
  - Fall Deadline - October 5, 2018
  - Winter Deadline - January 11, 2018
  - Spring Deadline - April 5, 2018
  - Distributed to all Windsor households, posted on website and social media
  - Displayed at individual schools
  - Includes district-wide news, community-related topics, recognitions etc.
  - Designed to raise awareness, increase support and educate the Windsor community

- **Board of Education Meeting Recaps**
  - A brief recap emailed to staff including important items and actions taken at each BOE meeting:
  - September 18, 2018 Meeting - Recap distributed by September 25, 2018
  - October 16, 2018 Meeting - Recap distributed by October 23, 2018
  - November 20, 2018 Meeting - Recap distributed by November 27, 2018
  - Tuesday, December 18, 2018 - Recap distributed by January 2, 2019 (holiday)

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District Communication Schedule

- **Early Dismissal Days**
  - A reminder will be sent to all families using School Messenger the day before an early release day:
  - September 18, 2018 (Early Dismissal)
  - October 16, 2018 (Early Dismissal)
  - January 8, 2019 (Early Dismissal)
  - February 5, 2019 (Early Dismissal)
  - March 5, 2019 (Early Dismissal)
  - May 7, 2019 (Early Dismissal)

- **Back to School Communications**
  - Communicate with schools in June to determine what information is being distributed to families in the District Back to School Packet (Mailed in August):
  1. Dr. Cooke Back to School Introduction Letter
  2. Instructions to update information in PowerSchool
  3. District Calendar
  4. Chromebook Information
  5. Transportation Reminder
  - Dr. Cooke Back to School Letter to Staff (Mid August)
  - Dr. Cooke Back to School Letter to Families (End of August)

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District Communication Schedule

- **Media Coverage**
  - Distribute daily media coverage emails
  - Articles posted to “In the News” section on the district website
  - Monthly clip report including all WPS related news to be distributed to Cabinet members and appropriate staff at the beginning of each month.

- **Additional District / Superintendent Communications**
  - Snow Days / 2-Hour Delays
  - Important Reminders
  - Event Promotion as needed
  - Transportation Issues as needed
  - Emergency Situations

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2018-2019 Editorial Calendar

- **September:**
- Back to School Stories / Convocation
- Calling All Windsor Men & Calling All Windsor Women

- **October:**
- National Bullying Prevention Month
- Breast Cancer Awareness Month

- **November:**
- National Career Development Month
- Veterans Day Activities

- **December:**
- Holiday Stories
- Windsor Public Schools Give Back

- **January:**
- Health stories / careers
- WEF Grants

- **February:**
- Stories featuring WHS alumni
- NCAA National Letter of Intent Signing Day

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2017-2018 Editorial Calendar

- **March:**

- National Nutrition Month
- National Reading Awareness Month
- PreK / Kindergarten Registration

- **April:**

- Safe Prom Season stories
- Autism Awareness Month
- National Poetry Month

- **May:**

- Senior Citizen Month Breakfast
- Teacher of the Year Announcement

- **June:**

- Graduation Stories, Year in Review
- Thank community for scholarships to graduates
- Post high school plans
- New student registration

**Not an inclusive list. Editorial Content subject to change as needed.*