

Communications Committee Vision and Goals

The communication committee believes in purposeful and timely communication within and between all school and community members.

The committee's goals and objectives are to.

Advance effective communication with all stakeholders in the community

- Create/support mechanisms for steady reporting of school achievements and operational and legislative news
- Optimize use of website and local access television
- Strengthen outreach efforts to residents without students

Examples:

- *The View*
- Policies published on website
- School/student groups' outreach
- Regular *Cape Courier* articles
- More school events on Channel 3**
- ~~Audit opportunities in elective classes~~
- Guest lectures by staff/students for civic organizations, retirement communities
- Beginning of year reminder to staff about communication opportunities
- Strengthen senior volunteer programs

Benefits:

- *Builds collaborative and mutually beneficial relationship with community*
- *Raises awareness of issues affecting schools*
- *Motivates people to get involved*
- *Creates community buy-in*
- *May encourage more community members to contribute to school fundraising efforts*

Encourage a clear and practical internal communication network

- Develop protocol for bi-directional communication between Board and staff
- Develop a schedule that encourages board member presence in the buildings
- Construct avenues for staff to share information between buildings and grade levels

Examples:

- Board presence at start of year breakfasts, teacher workshop days, parent associations meetings, teacher appreciation luncheon
- School board "morning coffees" in schools
- School program presentations at school board business meetings
- School board monthly reminder to staff of upcoming agenda(s)

- Email and newsletter exchange between schools and with board members

Benefits:

Celebrate achievements and successes:

- Share lessons learned*
- Positive and supportive environment*

Foster communication between school building staff and parents

- Ensure district calendars, school newsletters are updated regularly and are posted in timely fashion
- Encourage avenues for constructive dialogue
- Promote joint efforts by teachers and parents on committees and projects as appropriate

Examples:

- Curriculum night
- Climate committee
- School website
- Guidance department programs
- Parents Association newsletters

Benefits:

- Creates collaborative and supportive building environment*

Promote recognition of and honor personal and professional milestones and accomplishments of students, staff and community

- Encourage each building administrator to develop and implement a building recognition plan
- Board and Superintendent develop a recognition plan regularly recognize staff, students, and volunteers

Benefits:

- Creates positive and supportive environment*

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