

Ellendale School Communication Plan



September 2015

Ellendale Public School

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Ellendale ND 58436
(701) 349-3232

www.ellendale.k12.nd.us



@EHSCards



www.facebook.com/EHSCardinals

MISSION

The mission of Ellendale Public School is to develop adaptive citizens for an ever-changing world by providing challenging opportunities for each student to reach or exceed expectations.

PURPOSE

The purpose of the Ellendale Public Schools' Communication Plan is to present a clear and concise framework for communicating with our school community. The plan addresses two types of communication **Internal** (students, teachers, staff, and School Board) and **External** (parents, businesses, and the general community).

SPECIAL CONSIDERATIONS

Crisis communications such as during weather events, or threats are detailed in the schools' Emergency Response Plan.

AUDIENCE

Internal

Students

Staff

School Board

External

Parents

Businesses

Civic Organizations

Print Media

Social Media / Website

Elected Officials

Parent Organizations

OBJECTIVE

Our objective is to improve communication with both our Internal and External audiences with the specific goal of creating open, two-way communication.

1. **Clarify district flow of information**
 - a. Charts will include individual areas of staff responsible for communication.
2. **Provide training & support in effective communication**
 - a. Provide training to office staff on positive communication strategies.
 - b. Provide training to teachers on how they can communicate the schools' message.
 - c. Provide training to those responsible that communicate the schools' message through social media or the web to create positive messages.
 - d. Provide training to administrators on how to create and maintain a strong communication procedures within their schools.
3. **Transparency – Letting the sun shine in**
 - a. Distribute or post School Board agendas and supplemental documents.
 - b. Maintain a public archive of School Board materials.
 - c. Distribute policies, agreements, handbooks, and other public documents as they are available and available to the public.
 - d. Distribute the annual "Superintendent's Report to the Board"
4. **Create a system to encourage input from parents & community**
 - a. Encourage parents and community members to share information with administration.
 - b. Conduct electronic surveys to provide feedback.
 - c. Offer informational meetings
 - d. Expand the use of ParentLink and the district app.
5. **Provide regular information**
 - a. Distribute a monthly newsletter including upcoming events, news, celebrations, and parent resources.
 - b. Post information on the district web site and social media channels as needed.
 - c. Press releases as needed.
 - d. Provide timely information to parents on their child's academic performance.
6. **Be visible**
 - a. Administration attend community meetings as needed.
 - b. Encourage school staff to talk positively about Ellendale Public School to friends, neighbors, and community.



Communication Strategies

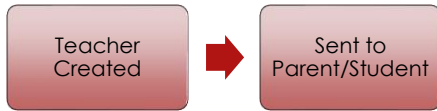
1. TAP
 - a. All school communications should follow the TAP guidelines
 - i. Transparent – maintain openness, visibility and accountability
 - ii. Accessible – all communication is a matter of record and accessible
 - iii. Professional – all communication should be written in a professional format and manner
2. Keep Communication Simple
 - a. Use clear, concise and non-educational style for general publications.
 - b. Vary your level of communication to match the audience.
 - c. Translate communications when appropriate.
3. Communicate Early & Often
 - a. Prepare information sheets when appropriate to send to staff, parents, or students.
 - b. Follow-up memos or communication to an audience if necessary.
 - c. Make telephone calls when in doubt.
4. Communicate Face to Face
 - a. During difficult situations, even more important to communicate face to face.
 - b. Encourage staff to respond to messages through personal interactions when appropriate.
5. Keep Communication Brief and to the Point
 - a. Keep a person's attention by keeping the message brief and to the point.
6. Customer Service is Important
 - a. Greet with a smile and eye contact
 - b. Actively listen to understand the message beyond the words.
 - c. Customers must leave with an answer to their concern or question.
 - i. When an answer is not available, leave a customer with the reassurance you will contact them with the information requested.
 - d. Never be dismissive
7. Prepare our Message
 - a. Study issues facing education or our school to be prepared to respond.
 - b. Be proactive and disseminate information or fact sheets ahead of an event or possible concern.
 - c. Prepare stories to highlight events, people, and successes.



COMMUNICATION METHODS AND FLOW CHART

PRINTED MATERIALS

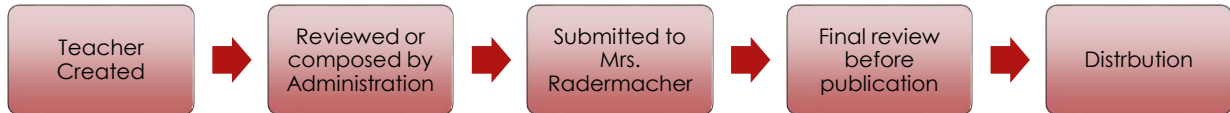
Classroom/Group or Student Memo / Letter



School Wide Memo / Letter



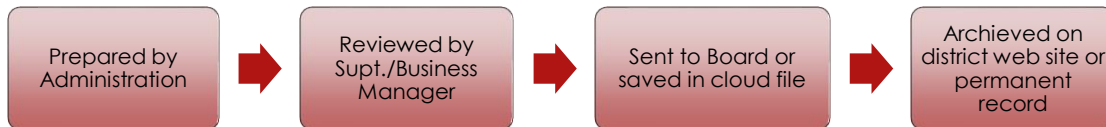
Ellendale School Newsletter



Newspaper



Documents Provided to School Board



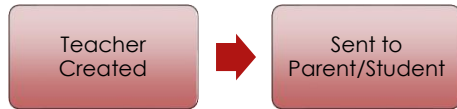
E-MAILS & TEXTING

* When communicating with students staff are required to use the district communication platform.

** Texting with a parent is the teachers' prerogative. However, caution should be used to ensure it meets the requirements of effective school communication.



Classroom or Student Group Email – Direct Person to Person



Mass E-mail or Text Communication – to student group or class.



Mass Email/Text by Administration



WEBSITE – www.ellendale.k12.nd.us

Day to day editing of the web site is under the direction of the IT Dept.

WEB SITE AUTHORS/ADMINISTRATORS

IT Director

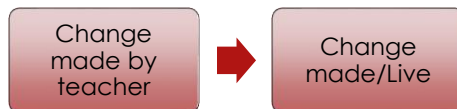
Mr. Fastnacht



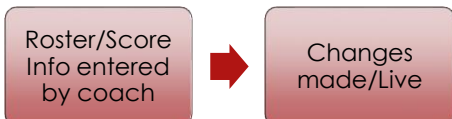
Change made to district level web page.



Change made to teacher page.



Athletic Scores



Many aspects of the district web site are updated by means of social media connections. These changes automatic when a new social media post is created. Changes relating to social media tools are reflected in that section.

SOCIAL MEDIA

Creation and maintenance of district/school level social media accounts is under the direction of the IT Dept. Classroom/Group social media accounts must be approved by the IT Dept. before they are created and promoted as communication resources for a classroom, school group, athletic team or club.

DISTRICT/SCHOOL ACCOUNTS

 @EHSCards
 www.facebook.com/EHSCardinals



*The district FACEBOOK account is connected to its TWITTER account so as any post created within the @EHSCards TWITTER account will automatically replicate in the FACEBOOK account.

SOCIAL MEDIA ADMINISTRATORS

IT Director
Mr. Fastnacht
Mr. Girard
Mr. Herman
Mrs. Radermacher

Staff Post to Social Media – School Account



Teacher/Classroom Post to Social Media – Teacher/Classroom Account

