

Administrative Procedure

June 19, 2009
January 7, 2011

Adopted
Revised

801 Communications Plan

I. Purpose

Our mission is to foster two-way communication between Delano Public Schools and our stakeholders in order to nurture community support for the district, develop an understanding of district operations, build mutually-beneficial partnerships, and promote staff, student, and district accomplishments while supporting our focus statement: “Educational Excellence is our Foremost Goal.”

Goals

- To provide timely, clear information about district news, staff, and student achievements, policies, school programs, finances, events, and schedules, along with other information.
- To publicize successes of the school system and enhance the overall reputation of the district and individual schools, through both traditional and electronic media.
- To allow individuals to share in and/or understand decisions made by the district.
- To increase community trust in how the district is managing the schools and the educational programs provided.
- To increase parental and community involvement in our schools, which in turn can increase student achievement.

Current Communication Vehicles

- **District Newsletter** mailed to District 879 residents seven times yearly.
- **Annual Report** published in November each school year. This publication has been mailed to District 879 residents. For the 2008-09 school year, it was posted on our district website.
- **District Website.** We continue to improve the information that is provided to district parents and community members through visual appeal and content organization to the current district website.
- The **School Reach** telephone/email communication system was implemented in the 2007-2008 school year to provide more timely information to district parents, especially in times of emergencies.
- **E-Newsletters.** The elementary and middle schools provide monthly e-newsletters to parents. The high school provides e-newsletters bi-monthly. Paper copies are provided to parents who request or do not have internet access.
- **District Calendar.** Published annually and mailed to all District 879 residents. This calendar will be published on the district website for the 2009-2010 school year.
- **Online Calendar.** Website calendar that provides schedules for elementary, middle, and high school with quick access for timely updates and parent email notification as events are added and changed.
- **Parent Handbooks** are prepared by individual schools which explain policies and student requirements.

- **Press Releases:** Superintendent and Communications Coordinator write and edit news releases which are submitted to local newspapers to publicize district updates and successes. Goal is at least one per week.
- **Superintendent's Blog** reaches out to the community to keep them abreast of current school issues.
- **Facebook** will be utilized to engage alumni, parents and residents in responsible and respectful conversations with each other and with us about Delano Public Schools.