



**TIVERTON SCHOOL DEPARTMENT
COMMUNICATIONS PLAN**

TIVERTON SCHOOL COMMITTEE

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Donna Larson (Teacher)

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John McKinnon (Interim High School Principal)

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William Rearick (Superintendent of Schools)

Amanda Scanlon (Teacher)

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Introduction

The Tiverton School Department is committed to open, honest, and ongoing communication with all stakeholders within the community. Maintaining an ongoing two-way conversation is a strong component of any effective Communications Plan. Enhancing relationships with our stakeholders increases our ability to increase the level of student learning. Therefore, the Tiverton School Department's Communication Plan is designed to increase the accuracy and frequency of communications, and strengthen relationships.

This communications plan was designed to establish a broad, clear, and cohesive communications process. It is intended to be easy to understand and improve communication with all the School Department's stakeholders. This plan was developed to address the first focus area of the Tiverton School Department's Strategic Plan for 2015-2020.

Each of the goals contained in this plan will be addressed through specific strategies that have actions tied to them. This plan is a working document which should be monitored on a semi-annual (twice a year) basis by the communications subcommittee. All recommendations developed by the subcommittee will be submitted to the Tiverton School Committee for review and possible adoption.

Our Intended Audiences

Internal Communication:

- Parents
- Students
- Parent-Teacher Organizations
- Employees
 - Teachers
 - Staff Members
 - Administrators
- School Committee

External Communication:

- Citizens of Tiverton
- Civic Leaders
- Community Partners
- Town Council
- Budget Committee
- State Legislators
- Media outlets

Our Primary Stakeholders:

- Students and their families
- Employees
- Citizens of Tiverton

Methods of Communication

The District will provide thorough communication using multiple methods and a unified approach. The Tiverton School Department is committed to providing effective, consistent communication to all stakeholders.

The following list details the internal and external communication channels the Tiverton School Department utilizes:

Electronic:

District Website
School Websites
School Newsletters
District Emails
School Emails
Automated Phone Calls
Social Media (e.g. Facebook and Twitter)
Text Messages

Traditional Media:

Newspapers
Television
Radio

Interpersonal:

School Committee meetings
Subcommittee meetings
Town Council meetings
Budget Committee meetings
Administrative Council meetings
Faculty Meetings
Tiverton Prevention Coalition meetings
Community Forums
School events
PTO meetings
Parent-Teacher conferences
Student Council meetings

Communications Goals and Strategies

OUR COMMUNICATION GOALS:

- ❖ Develop clear and consistent operational expectations for communications within the district.
- ❖ Expand the methods of communication that are used by the district.
- ❖ Establish a clear district identity, through a unified approach to communications. This approach will be proactive, engaging, and professional.
- ❖ Build stronger relationships across our community, and set consistent expectations for how all stakeholders share and receive information to support the district.

GOAL ONE: Develop clear and consistent operational expectations for communications within the district.

Strategy One: Develop policies and expectations for internal communications.

ACTIONS	Responsible Parties	Timeline	Status
Recommend that the School Committee set policy on communications.	Superintendent	08/2016	
Develop and update clear written expectations and procedures for staff communications.	School Committee	08/2016-11/2016	
Establish system of repeated and routine trainings for administrators and teachers in tenets of successful, timely, and professional modes of communications.	Communications Lead (TBD), Technology Director	09/2016-05/2017	
Provide specific annual training for all support staff regarding expectations for professional telephone and face-to-face greetings, as well as confidentiality.	PR Consultant (TBD), Asst. Superintendent	10/2016 & annually thereafter	
All teachers will meet district expectations for use of the district's student information system (e.g. ASPEN) and website to communicate course/class expectations, student progress/grades, and share resources in accordance with the communications policy.	Teachers, Department Heads, Coordinators, Administrative Team,, Communications Lead	01/2017	

Strategy Two: Enhance and continually update our website to promote awareness and interest in the school district.

ACTIONS	Responsible Parties	Timeline	Status
Go out to bid for upgraded website.	Superintendent	06/2016	
Promote special events in the schools via district website.	Communications Lead	ongoing, by 09/2016	
Place all relevant calendars on the district website (e.g. extracurricular events; professional development; performances; parent events.)	Communications Lead	ongoing, by 09/2016	
Strive for electronic written communications whenever possible. (Parents will have option to request paper communication.)	Principals, Director of Technology	ongoing, by 09/2016	
Develop clear written process for approval of events prior to website posting.	Communications Lead	ongoing, by 09/2016	
Maintain active email lists of staff members clearly on the website.	Director of Technology, Communications Lead	ongoing, by 09/2016	
Update the personal components of the district and school websites by adding quarterly messages from the School Committee as well as messages from the Superintendent of Schools, and district and building level administrators.	School Committee, Superintendent, Communications Lead	ongoing, by 09/2016	

GOAL TWO: Expand the methods of communications that are used by the district.

Strategy One: Expand use of electronic communication tools to provide clear information to all stakeholders.

ACTIONS	Responsible Parties	Timeline	Status
Employ and update new social media platforms (as of 2016: Facebook and Twitter)	Communications Lead, Director of Technology, Asst. Superintendent	ongoing, by 01/2016	
Continue using automated emails and phone calls. Plan for the use of district group text messaging.	Superintendent, Administrative Team	ongoing, by 09/2016	
Maintain active email lists of key constituency groups through the school department's list serve (e.g. PTO leaders; Boosters)	Director of Technology, Communications Lead	ongoing, by 09/2016	
Use Google Classroom and our school information system (SIS) as a means of communication and collaboration among colleagues and with our students.	Director of Technology, Asst. Superintendent	ongoing, by 11/2016	
Provide parent/guardians way to log on and update their contact information as needed and with ease.	Director of Technology, Communications Lead	ongoing, by 11/2016	
Fully implement secure online registration for new students.	Director of Technology, Asst. Superintendent	ongoing, by 01/2017	

Strategy Two: Update methods of sharing information with traditional media.

ACTIONS	Responsible Parties	Timeline	Status
Provide electronic press releases to local media outlets regarding special events	PR Consultant, Asst. Superintendent, Superintendent	ongoing, by 10/2016	
Develop clear written process for approval of press releases and social media posts	School Committee, PR Consultant, Asst. Superintendent, Superintendent	ongoing, by 10/2016	

GOAL THREE: Establish a clear district identity through a unified approach to communications. This approach will be proactive, engaging, and professional.

Strategy One: Develop consistent visual brand or style for district communications.

ACTIONS	Responsible Parties	Timeline	Status
Recommend that School Committee hire public relations consultant to help brand and market the district, and guide the initial implementation of this plan.	Superintendent	08/2016	
Design district logo, letterhead, and tagline(s) which communicate and promote our identity.	PR Consultant, Superintendent	09/2016-01/2017	
Develop and reinforce consistent expectations for all staff members regarding professional, service-oriented verbal and written communications.	School Committee, Superintendent, PR Consultant, Administrative Team	Ongoing, by 02/2017	

Strategy Two: Implement semi-annual (twice each year) review of input and feedback for continuous improvement of district communications.

ACTIONS	Responsible Parties	Timeline	Status
Conduct annual surveys of staff, students and parents, and analyze the results.	Sub-Committee on Communications	Annually, beginning 03/2017	
Review media coverage and how it changes over time.	Communications Lead	Annually, beginning 03/2017	
Review website hits and analytics.	Communications Lead	Monthly, beginning 11/2016	

GOAL FOUR: Build stronger relationships across our community, and set consistent expectations for how all stakeholders share and receive information to support the district.

Strategy: **Establish specific community outreach routines.**

ACTIONS	Responsible Parties	Timeline	Status
Recommend hiring a consultant who is well-versed in social media and branding to guide the district's development and initial implementation of new expectations and routines.	Superintendent	08/2016	
Routinely post school committee agendas, minutes, and videos of the proceedings on district website.	Communications Lead	ongoing, by 10/2016	
Develop promotional video for the school department.	PR Consultant, Superintendent, Administrative Team, Communications Lead	By no later than 04/2017	

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