

Breathitt County Schools Internal/External Communication Plan

We will know we are successful when:

The Breathitt County School District has developed a clear and consistent communication plan for the Breathitt County School District. The plan will be transparent and will represent a strategic and intentional communication process for internal and external communications for Breathitt County Schools and the community.

What Communication	Who Needs to Know It	How Communicated	When/How Often	Who is On Point	Evidence & Documentation	Expected Impact
District planning documents	Board of Education; Community Members, Teachers, Bus drivers, ATC, FRYSC, Food service employees, Classified staff, Support personnel, Students, & Parents	E-mail; district webpage; handouts; eMeeting (online agenda, attachments, and minutes); handbooks; flyers; newsletters; district app	Monthly, Quarterly, Annually (as documents are updated)	Superintendent; Program Directors; Principals	Posted documents; e-mails; CDIP, eProve, eMeeting, Mission/Vision statements, Google Drive, Calendar invitations	All stakeholders informed Increased community support and buy-in Increased revenue and building trust via transparency
School and district wide events	Board of Education; Community Members, Teachers, Bus drivers, ATC, FRYSC, Food service employees, Classified staff, Students, Parents, PTSO	E-mail, district webpage, social media, school message signs, news media, newsletter, letters, school messenger, flyers, radio, district app, news articles	As needed, but at a minimum: Regular calendar updates Monthly newsletter Quarterly in newspaper	Superintendent or Designee Principal or Designee	E-mails, posted documents, message reports, articles, copies of newsletter, letters, calendar invitations, flyers	All stakeholders informed Increased community and family involvement Increased revenue
Classroom events/information	Board of Education; Community Members, Teachers, Bus drivers, ATC, FRYSC, Food service employees, Classified staff, Students, and Parents PTSO	E-mail, letters, social media, personal communications, Remind app, class letters, Class Dojo, news articles	As needed	Teachers, Principals, Secretary	E-mails, letters, message reports, newspaper, flyers, Remind app	Improved communication with guardians and families Increased academic success for students Increased family engagement
Staff & Student Success/Celebration	Board of Education; Community Members, Teachers, Bus drivers, ATC, FRYSC, Food service employees, Classified staff, Students, Parents, PTSO	E-mail, district webpage, social media, school messenger, school message signs, news media, newsletter, letters, assemblies, banners, in-school recognition points, open house/parent conference, board meetings, news articles	Weekly/As needed	District personnel, Principal, Teacher, SBDM	E-mails, posted documents, message reports, articles, copies of newsletter, letters, agendas, minutes, pictures	Improve school culture Recognize success
PBIS Expectations	Board of Education; Community Members, Teachers, Bus drivers, ATC, FRYSC, Food service employees, Classified staff, Students, Parents, PTSO	E-mail, District webpage, social media, posters, handbooks	Monthly, Quarterly, Annually (as documents are updated)	Teachers, Principals, Secretary	District website, eMeeting, Facebook posts, copies of newspaper articles, posted rules/expectations, handbooks, discipline code, lesson plans	All stakeholders informed Increased parental support

SBDM information	Board of Education; Community Members, Teachers, Bus drivers, ATC, FRYSC, Food service employees, Classified staff, Students, Parents, PTSO	E-mail, school/district webpages, social media, eMeeting	Monthly for regularly meetings and as needed for special called meetings	Teachers, Principals, SBDM Secretary	District website, newsletters, eMeeting, Facebook posts, copies of radio and newspaper announcements	All stakeholders informed Increased community involvement
Policy updates	Board of Education; Community Members, Teachers, Bus drivers, ATC, FRYSC, Food service employees, Classified staff, Students, Parents, PTSO	E-mail, school/district webpages, social media, eMeeting	As policies are updated	Superintendent, Principals	Meeting agendas and minutes, district website	All stakeholders informed
Inclement weather events	Board of Education; Community Members, Teachers, Bus drivers, ATC, FRYSC, Food service employees, Classified staff, Students, Parents, PTSO	E-mail, school/district webpages, social media, radio, district app, television announcement, school messenger calls, text messages	As needed	Superintendent, Facilities Director, Transportation Director	Log of school messenger calls, log of text messages , Facebook/social media posts, district website posts, district app, emails, radio announcement transcripts	All stakeholders informed Improved safety for all stakeholders
Striving Readers Grant	Board of Education; Community Members, Community Partners, Teachers, ATC, FRYSC, Food service employees, Classified staff, Students, Parents, PTSO	E-mail, district webpage, social media, news media, newsletter, letters, school messenger, flyers, radio, district app, meeting agendas	Monthly/As needed	CAO, Literacy Specialist, Principals, Teachers, School Literacy Leads, Community Partners	E-mails, posted documents, message reports, articles, copies of newsletter, letters, calendar invitations, flyers, Facebook/social media posts, district website posts, meeting agendas	All stakeholders informed Increased community support and buy-in Building trust and support. Foster student success
Assessment and Accountability	Board of Education; Community Members, Community Partners, Teachers, ATC, FRYSC, Food service employees, Classified staff, Students, Parents, PTSO	E-mail, agendas, monthly BAC meeting, newsletter	As needed	DAC → BAC → Principals and Teachers → Parents and Students	Meeting agendas and minutes, e-mails, copies of newsletter, Facebook/social media posts, district website posts	Increased academic success for students All stakeholders informed
Student Grades, Progress and Attendance	Parents	Parent Portal	Daily	Teacher → Student/Parent	Infinite Campus	Increased academic success for students All stakeholders informed