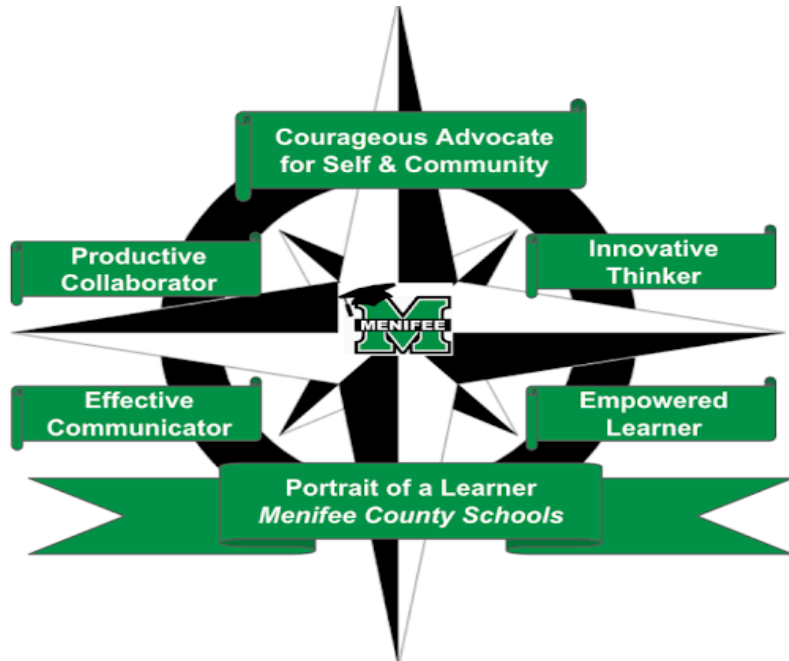


Meniffee County School District Communication Plan 2024-2025



Vision Statement

The vision statement for Meniffee County Schools is:

"We are Meniffee: Where we ensure every student transitions on a pathway to a successful future in academia, military or career!"

Mission Statement

The mission statement for Meniffee County Schools is:

Empowering future generations to be productive and successful in a global economy through:

- **community collaboration**
- **creative thinking**
- **instructional rigor and relevance...**
in order to improve the quality of life for ALL.

The purpose of Meniffee County School District Communication Plan is to present a clear and concise framework for communicating with our school community that will both inform and support our district vision, mission and Meniffee County Schools Portrait of a Learner.

This plan will provide public understanding and awareness of the learning opportunities provided for students and learners of all ages in Meniffee County School District.

The plan primarily addresses two types of school district audiences:

- Internal (students, teachers, staff, administration and Board of Education)
- External (parents, businesses, civic groups, religious groups and other members of the Meniffee County Community).

Target Audiences:

I. Internal A. Students – All Levels B. Staff 1. District level a. Classified b. Certified c. Leadership 2. School level a. Classified b. Certified c. Leadership C. Menifee County Board of Education	II. External A. Parents B. Parent Organizations C. Community 1. Menifee County Citizens 2. Business Leaders/Chamber of Commerce 3. Elected and Appointed City/County Officials 4. Civic Groups 5. Senior Citizens 6. Community Groups 7. Religious Groups/Organizations 8. Non-profit Service Organizations/Groups D. Elected State/Federal Legislators E. Judicial Leaders F. Educational Entities 1. School Districts 2. Colleges/Universities 3. Libraries
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Goal:

Our goal is to update and continue the implementation of the district-wide communication plan that will enhance the quality of the educational program provided to our students by developing ownership, commitment and partnership of all district stakeholders through transparent and timely communications systems.

Objective:

Our objective is to improve internal and external communication systems with the specific goal of creating open, two-way communication between the Board of Education, administration, staff, students, parents and the Menifee County community.

Strategies and Best Practice:

1. Transparency in all district information

Strive to be transparent in all communication.

2. Clarify district flow of information

Distribute organizational charts to all staff showing decision-making process, reporting, and accountability structure. Charts will include individual areas of staff responsibility for communication.

3. **Provide ongoing training and support for administrators in effective communication with staff and the public**
 - Provide continuing training sessions as part of district leadership meetings on how to train teachers and staff to communicate their school's message.
 - Supply administrators with public relations fact sheets and other easy-to-use communications tools as needed when issues arise and must be preapproved by the Superintendent or his designee.
 - Provide communications training sessions to site-level staff. Schools will manage upcoming events through the online school calendar posted on the school website or by posting updated events to Facebook. Schools will be held accountable for maintaining upcoming events.
4. **Provide regular information on district-wide issues**
 - Distribute information from meetings on need-to-know basis.
 - Distribute external publications and news releases to all employees via email, website, School Messenger, postings (newspaper, television, school signage, etc.) and through the district's social media.
 - Issue short, bulleted FYI sheets to staff and parents on issues of immediate concern.
 - Formalize a policy for district communication with teachers and site staff.
5. **Create a system to encourage flow of information from parents/community to the district**
 - School Messenger and social media platforms will be utilized to inform parents and community members of Open Houses, orientations and academic/athletic events.
 - Conduct electronic surveys (Digital School Network or Survey Monkey) at district and site levels to provide feedback on flow of information.
 - Offer audience comment opportunities at school board meetings, School-Based Decision Making Council meetings, open houses, Title I meetings, Back to school Bashes, BLOCK parties, and PTA/PTO meetings
 - Expand use of the Infinite Campus (IC) Parent Portal to facilitate communication between parents and school by utilizing the icon on the district website and advertising through social media.
6. **Publish and distribute informational pieces**
 - District/School Informational Brochures.
 - Website announcements
 - Press releases as needed-social media, newspaper, one-calls, t.v. announcements
7. **Communicate with civic, community and religious groups**
 - Include groups in mailings and provide opportunities for them to sign up for our community listserv.
 - Attend community meetings as needed to provide information.
 - Provide district communications materials to key leaders.
 - A representative will attend Chamber of Commerce meetings.
 - Develop partnerships with groups.
8. **Be visible in the community**
 - Attend community organization meetings.
 - Encourage participation in local service clubs with attendees submitting agenda/minutes to Federal Programs Office.

- We will make our facilities available, if needed, to host community meetings in our Media Center.
 - Encourage school staff to talk positively about the Menifee County School District to friends, neighbors and community acquaintances.
 - Seek business partnerships through contacts in local groups.
9. **Promote the successes of Menifee County personnel**
- This is to be shown on District website, radio, newspaper, local TV (Mt. Rural Television) and/or at Board meetings.
 - Highlight staff with articles in district communications pieces, outside media, local TV and through recognition at various events.
10. **Present facilities in ways that welcome students, parents and visitors**
- Provide attractive, comfortable and functional classrooms
 - Create displays in entry ways, hallways and classrooms that show student work, school programs, and student opportunities
 - Provide signage to help parents and visitors navigate the facilities with ease
 - Display the mission statement prominently
 - Create an atmosphere of student success and college/career readiness
 - Greet, welcome and assist all professionally.

Strategies:

1. **Keep communications simple**
- Use clear, concise language with respect for all populations in general publications.
 - Vary the types and level of communication to target diverse audiences.
 - Translate communication pieces when appropriate for various language groups.
2. **Communicate early and often**
- Prepare information sheets when appropriate to send out to principals, office managers and other staff as needed.
 - Follow-up with memos or communications to all staff if necessary.
 - Make telephone calls if in doubt.
3. **Communicate face-to-face**
- The more difficult the situation, the more important it is to communicate face-to-face.
 - Encourage staff to relay messages through personal interaction when appropriate.
4. **Keep communications brief and to the point**
- In order to keep a person's attention, be brief and to the point.
 - Use bullet points when appropriate.
 - Highlight the message in the title.
 - Proofread all documents for errors.

5. Emphasize friendly communication with all stakeholders

- Stakeholders must leave with an answer to their concern or question.
- Never be dismissive.
- Actively listen to understand the message beyond the words.

6. Train staff

- Train staff to understand that what they say to friends, neighbors and people in the community has an impact on how Menifee County schools are perceived.
- Engage office staff in the conversation and make sure they have access to information immediately. They are the best link to the parents and community.

7. Develop relationships with our community

- Develop relationships with merchants by keeping them informed
- Ask for input on areas of concern through surveys, Board member email addresses and school email addresses
- Maintain a high level of visibility for the district through participation of key staff in various professional and community activities.

8. Study the media

- Pay attention to the type of stories aired or published.
- Note who is generally used as a source of information.
- Develop relationships with editors and education reporters.
- When dealing with a negative situation, district will develop a list of specific points to be shared.

9. Prepare our messages

- Study issues facing education and be prepared to respond with information sheets. Develop responses that represent our school or district message.
- Avoid technical jargon by keeping it simple and using quotable sound bites when appropriate.
- Prepare stories in formats that match those used by the local media.
- Don't use education lingo when preparing messages.

Communication Venues:

We will identify the communication tools that are most widely accepted and preferred by the community through quarterly assessment of stakeholder feedback and adjust accordingly. Our current communication methods are:

1. Printed Materials

- Memos from the superintendent, as needed.

2. Publications/Services Posted Online

We can save money and time by continuing to provide the majority of our printed materials on our district's web site and begin to move away from paper communications. Our on-line archives include:

- Board agenda/notes/minutes

- Student and Master Events Calendars
- Link to School and District Websites
- Current district news highlights
- Infinite Campus Links
- Social Media Pages

3. Radio/TV/School Messenger Announcements

- Academic Spotlight
- Emergency Situations
- Inclement weather schedule and dismissals
- Back to school announcements

4. District Facilities Accommodations, Signage and Displays -

We communicate our district mission and goals as well as our intent to partner with stakeholders by the way we present those messages of communication in our buildings and facilities.

- Signage that assists visitors in finding their way around our facilities
- Messages presented in hallways and offices that exemplify our mission and educational programs
- Welcoming assistance to all visitors in our schools and central office
- Prominent display of our vision, mission and beliefs

Assessment and Accountability

Because different measurements work best in different situations, a tracking system will be developed to measure communication effectiveness.

- Benchmarking -will be used to ascertain what communication
- Strategies are being implemented in other school districts.
- Focus groups -each school's site base council and/or Advisory Council will collect and evaluate communication methods.
- Surveys – electronic and/or paper surveys will be used to ascertain people's opinions and to collect quantitative information.
- Interpersonal Contact- the Communications Plan will be reviewed annually or as deemed necessary by the Superintendent, Board of Education, and/or District Leadership Team.

Internal Communication:

- Monthly District Leadership meetings will be held to communicate new programs, ideas, concerns, policies, procedures, staff development, and announcements.
- Encourage the use of e-mail to convey information and to communicate with principals, teachers, and staff on an "as-needed" basis.
- Be responsive within a 24 hour time period to all communication.
- Continue to hold new staff members' orientation.
- Provide information on effective communication to district and school staff.
- Provide access to student handbooks to all parents/students at the beginning of the school year.
- Weekly communication to all staff through the Menifee Minute

External Communication:

- Use newspaper articles to promote the district's mission.
- Arrange interviews and media coverage to promote the district's mission.
- Honor volunteers and community partnerships at the district level.
- Continue the development of the district web site and individual school sites.
- Develop and distribute packets of school information upon request to parents and businesses.
- Communicate significant dates such as the opening of school, student orientations, National Education Week, National School Nurses' Week and Red Ribbon Week through local newspapers, radio, announcements and website.
- Provide the public with the opportunity to provide written or oral concerns or statements to the board through board email address and submit news on the district website.
- Encourage central office staff and school staff to become involved in civic opportunities.
- Spotlight academics on media sign at various locations.

Possible Publications Tools:

- All-School calendar of activities and events
- Special event/activity brochures
- District website (all items listed will be printed and listed on district website)
- Electronic signs
- Principals' message on school websites
- MRTC TV station
- Emails to businesses and parents
- Daily announcements
- District and School Facebook
- Living Calendar