

# St. James R-1 School District



## **2019-2020 Communication Plan**

## **St. James R-1 School Board Policies, Procedures, and Document Management**

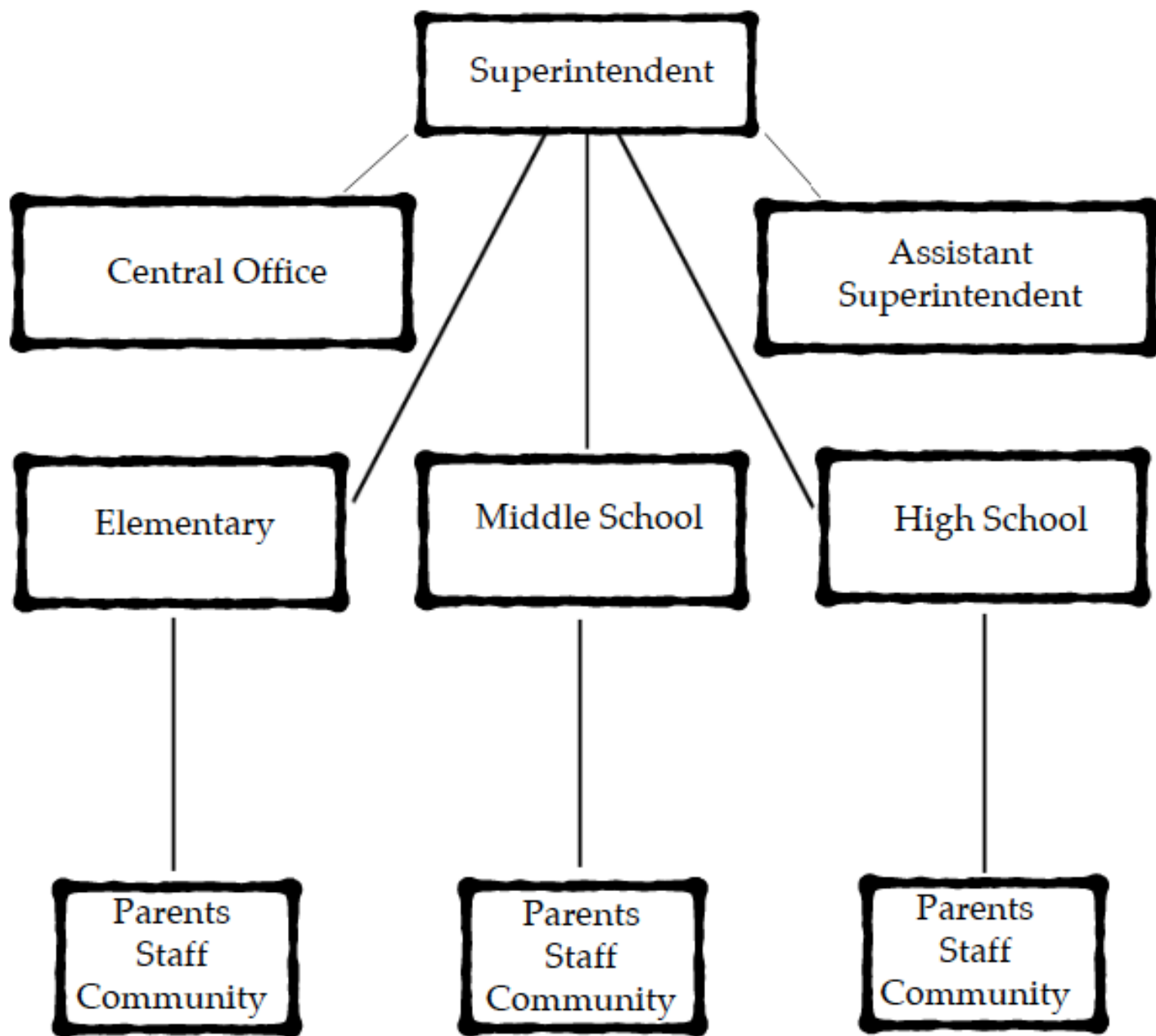
1. The District maintains a formal, written communication plan.
2. The District will post notice of board meetings online and make copies of these notices available to representatives of the news media upon request.
3. Board policies and related documents, including current versions of District handbooks, will be posted on the District's website. Other public information will be available in the District's buildings or administrative offices for viewing by the public during the office's normal business hours.
4. The superintendent or designee will serve as the official spokesperson for the District and maintain an effective working relationship with the news media. Board members should emphasize to the media and members of the public that they may only speak as individual Board members unless empowered by the Board to speak on its behalf.
5. All employees and Board members will direct requests for official statements about District business from the public or members of the media to the District's spokespersons.

# DISTRICT RESPONSIBILITIES

St. James R-1 School District recognizes three Goals for the 2019-2020 school year which encompass internal and external communication. These goals have been identified in written policies for transparency in our plan for improving and maintaining current communication processes.

<b>Goal #1</b>	The St. James R-1 School District will build and maintain positive relationships with all external district stakeholders through communications.
<b>Goal #2</b>	The St. James R-1 School District will build and maintain positive relationships with all internal audiences through communications.
<b>Goal #3</b>	The St. James R-1 School District will build and maintain positive relationships with parents and students of the school district through communications.

# BASIC ORGANIZATIONAL CHART



**GOAL I: The St. James R-1 School District will build and maintain positive relationships with all external district stakeholders through communications.**

**Objective 1.1**

Increase opportunities for positive news coverage with local media outlets.

- Strategy 1.1.1 Provide periodic Superintendent Report to media and updates on superintendent's web page, as needed
- Strategy 1.1.2 Provide district news to media, as needed
- Strategy 1.1.3 Use Board of Education meetings to communicate strategic messages.
- Strategy 1.1.4 Partner with local radio to discuss regular radio programming about public schools.
- Strategy 1.1.5 Keep current vital information and news releases on web site for media to access.

**Objective 1.2**

Increase opportunities to develop and maintain positive relationships with community & civic organizations.

1. The District will maintain representation with VFW, Lions Club, Veteran's Home, Ministerial Alliance, Community Partnership, Missouri Betterment, Sports Club, St. James Area Foundation, City Council, St. James PTO and Kiwanis.

### **Objective 1.3**

Increase opportunities to develop and maintain positive relationships with Chamber of Commerce, community leaders and business community.

- Strategy 1.3.1 Have school representatives at Chamber events.
- Strategy 1.3.2 Have school representatives actively participate on pertinent Chamber committees.
- Strategy 1.3.3 Create and maintain a list of existing partners in our community, with contact information.  
(Examples: parent organizations, media, business owners, civic organizations, highly engaged individuals supportive of you and/or your school, administrative team, teachers, retired educator organizations, school board members, etc.)
- Strategy 1.3.4 Identify potential partners and begin thinking through how to reach out and build relationships.
- Strategy 1.3.5 Consider convening a group of community supporters prior to the legislative session to discuss important issues  
Note: this group is also the group you keep abreast of major issues that arise during the legislative session. Consider reconvening this group periodically throughout the legislative session.
- Strategy 1.3.6 Ensure you have an updated list of local press including phone numbers and email addresses.
- Strategy 1.3.7 Identify any supporters of your district or individuals you are close with that are also close with your local legislators.

### **Objective 1.4**

Increase opportunities to develop and maintain positive relationships with State and Local Governmental Officials.

- Strategy 1.4.1 Host school level events and invite and introduce government leaders.
- Strategy 1.4.2 Set up an introductory meeting with your local legislators.
- Strategy 1.4.3 Invite your local Representative(s)/Senator(s) to your school and begin a dialogue regarding your/their views on education and your/their priorities are both at the local and state level. Attempt to find common ground.
- Strategy 1.4.4 Recognize your local legislators at a school district function like a sporting event or school board meeting. You may also consider inviting your elected legislators to address the school board and participate in a brief Q&A session.

### **Objective 1.5**

Increase opportunities to develop and maintain positive relationships with institutes of higher learning (local colleges, technical schools)

- Strategy 1.5.1 Build professional relationships with higher learning institutions.
- Strategy 1.5.2 Involve these groups in school level activities (as special speakers, guests, etc.)

### **Objective 1.6**

Provide opportunities for internal staff development in media and public relations.

- Strategy 1.6.1 Provide key issue messaging information to all staff.
- Strategy 1.6.2 Provide workshops on web/newsletter development.
- Strategy 1.6.3 Enlist staff members into building level communication teams.
- Strategy 1.6.4 Provide a monthly list of activities to promote.
- Strategy 1.6.5 Further develop district, building and staff level websites.

### **Objective 1.7**

Increase opportunities to develop and maintain positive relationships with senior citizens.

- Strategy 1.7.1 Develop a program to encourage seniors to mentor/volunteer (reading to students, teaching classes, STEP-Caring Center, Senior Center)
- Strategy 1.7.2 Encourage student organizations to volunteer at senior citizen groups.

## **GOAL 2: The St. James R-1 School District will build and maintain positive relationships with all internal audiences through communications.**

### **Objective 2.1**

Disseminate timely, accurate and important information to all staff.

- Strategy 2.1.1 Provide timely internal informational emails. This will include FYI Friday's to the board.
- Strategy 2.1.2 Provide monthly Board of Education meeting summaries via audio.
- Strategy 2.1.3 Assist principals with providing thorough and timely information to staff.
- Strategy 2.1.4 Keep important staff information on district School website, apps, and Google Docs account.

### **Objective 2.2**

Improve opportunities for two-way communication among staff (district administration – staff; principal – staff; staff – staff).

- Strategy 2.2.1 Set a schedule for regular walk-throughs for district administrators to visit buildings.
- Strategy 2.2.2 Maintain building and staff level web pages.
- Strategy 2.2.3 Representative from each school will act as a liaison for their building peers to relay district-wide concerns to Superintendent.
- Strategy 2.2.4 Use the information from the liaisons to address all relevant questions and provide additional information on an "as-needed" basis.



### **Objective 2.3**

Increase opportunities to enhance staff morale.

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| Strategy 2.3.1 | Highlight staff in news articles.                    |
| Strategy 2.3.2 | Recognize staff in building level mailings.          |
| Strategy 2.3.3 | Recognize staff at Board of Education meetings.      |
| Strategy 2.3.4 | Recognize staff at parent teacher night events.      |
| Strategy 2.3.5 | Recognize staff at music, drama and sporting events. |
| Strategy 2.3.6 | Recognize staff at parent teacher night events.      |
| Strategy 2.3.7 | Recognize staff on district and building websites.   |

### **Objective 2.4**

Provide opportunities to solicit staff opinions of district and district-related issues.

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| Strategy 2.4.1 | Provide surveys (written/email/web).                    |
| Strategy 2.4.2 | Participation at Superintendent Administrative meeting. |

## **GOAL 3: The St. James R-1 School District will build and maintain positive relationships with parents and students of the school district through communications.**

### **Objective 3.1**

Disseminate timely, accurate, important school information to all district parents/guardians.

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| Strategy 3.1.1 | Provide district updates through e-mail service, district website and social media.     |
| Strategy 3.1.2 | Provide comprehensive district/building/teacher level information on district web page. |

- Strategy 3.1.3 Provide media with school information and engage them in helping keep parents informed.
- Strategy 3.1.4 Publish all information for registration dates.
- Strategy 3.1.5 Publish School Report Card. Place on website and make hard copies available to all parents/guardians.

**Objective 3.2**

Disseminate school information to prospective parents and/or parents of preschool-aged students.

- Strategy 3.2.1 Work with Parents As Teachers, publish and disseminate information about PAT, Tiger Cubs Preschool, Head Start and the public schools in general.

\*Dissemination will occur through direct mailings, emails, placing publications at hospitals, clinics, daycare facilities, churches, and other businesses frequented by parents of young children. Consistency of layout and message is key to the success of these publications.

- Strategy 3.2.2 Work with major employers in the area to disseminate school information to their employees who are new parents
- Strategy 3.2.3 Disseminate “new parent” information via district website.
- Strategy 3.2.4 Relationships with local daycare and Headstart.

**Objective 3.4**

Increase opportunities for two-way communication between parents and administrators/principals.

- Strategy 3.4.1 Provide assistance to schools/principals in developing effective open house meetings.
- Strategy 3.4.2 Provide open house and parent-teacher conference

- Strategy 3.4.3 success tips to principals and teachers.  
Encourage principals and staff to develop email communications with parents.
- Strategy 3.4.4 Encourage building social media and staff level web page development as a means of informing parents of school news.

**Objective 3.5**

Provide opportunities to enlist the services of highly motivated parents/guardians.

- Strategy 3.5.1 Promote PTO participation.
- Strategy 3.5.2 Involve parents in assisting with surveying community and other major projects.
- Strategy 3.5.3 Assist parents in meeting key community leaders to work on special projects