

AVOCA SCHOOL DISTRICT No. 37

ESTABLISHED 1870

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May 15, 2017

Kevin Jauch, Ed.D.
Superintendent



TO: Avoca Board of Education

FROM: Kevin Jauch, Ed.D.
Superintendent

A handwritten signature in black ink, appearing to be 'KJ', written over the printed name of Kevin Jauch.

RE: Communication & Engagement Committee Recommendation

CC:

At the April 27, 2017 Board of Education Committee (BOE) the Avoca Communication & Engagement Committee presented their findings to the BOE. Of note, the committee identified five “big ideas” that were interwoven throughout the research:

1. It is essential to identify the “**key messages**” that the District wants to consistently share, as that becomes our “brand.”
2. Avoca community members want “**substantive**” **information**, such as strategic plan updates, academic information and financial data.
3. Different constituent groups prefer different communication modalities, so it is important that the District employ **multiple vehicles** for disseminating information.
4. Community members want our communications to be **brief and to the point**.
5. **Transparency and responsiveness** are valued by the Avoca community.

Based upon what was learned by the Communication & Engagement Committee through their research and the discussions that ensued, they recommend the following:

1. **Standardize expectations for communication** at the various organizational levels including district, building, grade level and teacher.
2. **Revamp the District’s website** in order to make it more dynamic, intuitive, substantive and appealing.
3. Continue to **support current social media efforts** and grass roots social media initiatives, while attending to potential social media opportunities.
4. **Create a communication calendar** to further systematize the dissemination of information to the greater Avoca community.

The Communication & Engagement Committee encourages the BOE to establish an ongoing Communication Committee, which will oversee the development of action plans and the implementation of the above recommendations. The C & E Committee also encourages the District to investigate opportunities to partner with community businesses and organizations for the betterment of the Avoca School District within the parameters established by law and District policy.

Avoca West School

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*“The Mission of the Avoca School District
is to maximize the unique potential
of each child we serve.”*

Marie Murphy School

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