

Communication and Engagement Action Plan

Implement the recommendations of the Communication and Engagement Committee in order to better serve the Avoca community, improve transparency and responsiveness, and highlight the Avoca School District brand.

| | ACTION PLAN ITEM | TIME FRAME |
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| 1. | Convey newly identified communication expectations to those people who need to know them and post those expectations to the internal District Resources page as the Communications Handbook, in order to standardize and publicize communication expectations. | Fall 2017 |
| 2. | Create an inclusive “master internal calendar” that includes, but is not limited to: publications, annual recurring activities and events, and upcoming finance and Board of Education topics. | August/Sept 2017 |
| 3. | Redesign the Avoca website so that it is dynamic, intuitive and informative, highlighting substantive information regarding curriculum, instructional practices and parent resources. | August-Winter 2018 |
| 4. | Publish the Vision and Board Briefs in accordance with the Communication and Engagement Committee. | Sept-May 2018 |
| 5. | Consistently highlight Avoca’s “brand” of addressing the whole child and overall excellence. | Fall and ongoing |
| 6. | Identify and implement a reasonable method to update parents regarding their students’ academic achievement, academic progress, social-emotional well-being and behavior, beyond conferences and report cards. | Sept-Dec 2017 |
| 7. | Investigate and implement steps and actions necessary to allow the district and staff to professionally and responsibly make use of social media sites such as Facebook and Twitter. | By Spring 2018 |

Progress Indicators:

1. As Communication tasks are completed throughout the school year, they will be shared with the BOE. Including, but not limited to:
 - a. Communication Handbook (District Resources page- September)
 - b. Community publications (Visions, Board Briefs and other mailings- ongoing)
 - c. New website, highlighting curriculum content and parent resources (winter)
2. An internal master calendar will be posted to the internal District Resources page and shared with the BOE at the November COTW meeting and continually populated throughout the school year.

Communication Component:

1. An article will be published in the Year in Review/Back to School Vision highlighting the findings and recommendations of the Communication and Engagement Committee.
2. A communication will be sent midyear announcing the launch of the new website. That communication will identify and direct people to the Communication and Engagement Committee’s website recommendations.

Deliverables:

1. By the end of the school year, a framework will be in place that demonstrates how curriculum, instructional practices, progress indicators and parent resources will be shared via the district website.
2. Each school will have identified and be implementing a method to update parents regarding students’ academic achievement, academic progress, social-emotional well-being and behavior, beyond conferences and report cards.