



''''''**COUNTY**
SCHOOL DISTRICT

COMMUNICATION
PLAN

INCLUDES PLANS FOR:

DISTRICT-WIDE

HIGH SCHOOL

MIDDLE SCHOOL

SOUTH INTERMEDIATE ELEM. SCHOOL

SOUTH PRIMARY SCHOOL

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SOUTH COUNTY SCHOOL DISTRICT

COMMUNICATION PLAN

I. AIM:

To develop a communication program that all staff and community members embrace. This plan will provide public understanding and awareness of the learning opportunities provided for students and learners of all ages in the South County School District. In accordance with the Strategic Plan, the will also help to establish positive school climates that promote cooperation, family & community involvement, professional learning that is open to new ideas, within safe, disciplined, drug-free environments that foster the development of good character and citizenship.

II. COMMUNICATION BELIEFS:

We believe it takes the entire community to educate children and to prepare them for the future.

We believe effective communication will allow parents and community members to be connected to our schools.

We believe the South County School District staff delivers effective educational research-based programs designed to meet all students' needs.

We believe the mission of the South County School District is to develop students who have the ability to succeed at their next levels of learning by providing a safe, challenging environment delivered by quality staff in partnership with the community.

We believe in developing schools of excellence that are linked to the community and are constantly evolving and improving.

We believe that good communication is critical to success.

III. DESIRED OUTCOME:

1. To develop improved internal and external communication tools.
2. To provide an effective two-way communication plan that will inform all customers of the issues facing public education at the local, state, and national level.
3. To develop school and community understanding of our commitment to the educational process, that will put into practice the mission, goals, and beliefs of the school system.
4. To design positive school climates that welcome and encourage family and community involvement in our schools.
5. To seek partnerships within the community to provide additional learning experiences for students.
6. To create a learning organization that is open to new ideas.
7. To develop a system of communication that creates an environment that promotes cooperation, teamwork, and creativity among all constituencies.
8. To reach out to community members who do not have children in our schools.

IV. TARGET PUBLICS

The South County School District believes that an effective communication plan should identify aims and objectives that provide ways for parents and the community to become more involved and more aware of educational programs. More effective communication tools will be developed to promote better understanding and support for the child's education focusing on our target publics.

TARGET PUBLICS –An effective communication/public relations plan is targeted toward:

A. SCHOOL STAFF

Administration, Faculty and Staff - all staff both certified and support.

The staff is aware they are the district's most important communicators and that they must seek effective ways to communicate information to students, parents and the community about educational programs, events, policies and opportunities.

South County School District mission, goals, and beliefs are available and understood.

Each school and the central office staff will feel a sense of satisfaction and pride and will celebrate student accomplishments and successes.

B. PARENTS/GUARDIANS

Current and future parents, guardians, and grandparents

Better two-way communication between families and the district/schools will enhance student learning and success.

Families will become aware that students are engaged in a challenging and caring school environment through recognition and celebrating student successes that promotes learning where students are safe physically, mentally and emotionally.

On-going, two-way communication between families and schools supports the concept that the quality of education in the South County School District is a quality ongoing process.

C. GENERAL PUBLIC

Taxpayers/parents

Taxpayers with no children in South County School District

Civic/Social groups

To become aware that:

Involvement is crucial to the education of children.

The workplace is changing and schools with the help of the community will better prepare students for the future.

Community partners are striving for a more effective educational system; and community partners and parents work with the South County School District to achieve their goals, mission, and vision for our county.

D. STUDENTS

They must understand:

Education is a priority for becoming a productive citizen.

Everyone can learn at a higher level given the right curriculum, resources, support and time.

Students must take responsibility and be accountable for their own learning by setting goals and evaluating their progress.

E. MEDIA –through the use of various forms of media and communication:

Print: and other local papers.

Broadcast TV/Radio-

School Newsletters/Class Newsletters, District Newsletters, District Calendar, School Calendars, School and District Brochures, District Annual Report

District and school web sites.

Regional/State/National Educational Newsletters/, etc.

State Education Association Newsletter

All Communication Efforts Show :

The South County School District seeks to be a quality school district that strives toward providing excellence.

News and activities will be reported from the schools and district in a timely and open manner to the media.

Recognition of students, staff, and educational programs is an important objective of both the South County School District and the media in bringing a higher quality of life to the area.

F. BUSINESS/INDUSTRY

Chamber of Commerce, Health centers: local hospitals, health departments, resource centers, Civic groups, other educational institutions

The South County School District is a district willing to work with all aspects of the community to determine needs for lifelong learning opportunities.

The South County School District staff is working with the home, community, and schools to meet the needs of the marketplace.

The South County School District welcomes and seeks the opinion of parents and non-parents by providing for two-way communication and collaboration in providing curriculum, programs, services, and support.

G. RELIGIOUS COMMUNITY

Ministerial Association, Individual Churches, and Parochial schools

South County School District students are being prepared to contribute to the total community of the future.

All community members benefit from high quality schools.

Volunteers are encouraged to become involved in their local schools.

H. GOVERNMENT/SOCIAL AGENCIES/CIVIC ORGANIZATIONS

Local, Social service agencies/Judicial, and Regional/State/National

South County School District's administration and staff seek community support, collaboration and networking to determine the best solutions for all students in their educational experiences.

The South County School District provides for quality education for students and for educational needs of the parents, the community, and the workforce.

The South County School District and other government agencies, community groups, and Family Resource and Youth Service Centers collaborate to provide child and youth services. This helps to ensure that every student and family has the support needed when family resources are limited.

District-wide Communication Efforts

The South County School District will develop a district-wide communication plan as part of the Strategic Planning process. The purpose of both the district and individual school communication efforts is to inform and establish positive relationships with the home, community, and the school for the purpose of improving student achievement. The following items are beginning points for district-wide communication efforts and will be added to throughout implementation of the Plan as new communication strategies are developed.

Internal Communication:

Monthly District Leadership Cabinet and Instructional Leadership meetings will be held to communicate new programs, ideas, concerns, policies, procedures, staff development, and announcements. Principals will be given time on the agenda to share personal concerns at the Instructional Leadership Cabinet meetings. Copies of the minutes from these meetings will be shared with all participants and Board.

Provide employee newsletter on a monthly basis, highlighting educational and school issues, staff achievement and service, and other employee issues.

Encourage the use of e-mail to convey information and to communicate with principals, teachers, and staff on an “as-needed” basis.

Continue publishing and distributing the district newsletter by mail and on the web site
Continue to hold new staff members’ orientation

Recruit and offer training for district and school volunteers. A district handbook has been developed and distributed to all volunteers.

Provide information and opportunity for training on effective communication.

Develop a board agenda calendar for long-term planning for recurring projects and deadlines that are addressed each year.

Provide student handbooks to all parents at the beginning of the school year.

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.

Continue the development of Cable Channel 50.

Develop and distribute packets of school information upon request to parents, businesses, and realtors.

Communicate significant dates such as the opening of school, National Education Week, National School Nurses’ Week, Red Ribbon Week, through local newspapers, radio PSA announcements, and website.

Provide the public with the opportunity to provide written or oral concerns or statements to the board.

Encourage central office staff and school staff to become involved in civic opportunities.

Possible Publications Tools:

District newsletter to parents and the community that identifies student achievements, school activities, and program information. This is to be completed at the end of each nine weeks.

Complete Annual report in September of each year

All-School calendar of activities and events

Strategic Plan

Strategic Plan Visionary Document

Superintendent's "Board Briefings"

Monthly "Board Highlights"

Monthly "The Inside Perspective" Employee newsletter

Weekly "In Our Schools"

School District brochure

Special event/activity brochures

District website (all items listed will be printed and listed on district website)

Cable Channel 50

Electronic Message Board

Building Level newsletters

Principals Newsletters

High School Communication Efforts

High School has developed a school-wide communication effort as part of the Strategic Planning process. The school will share this communication effort with all staff members. A copy of the District plan, including High School's effort, will be kept on file at the central office and in the high school principal's office. The following items are beginning points for High School's communication efforts and will be added to throughout implementation of the Plan as new communication strategies are developed.

Communication Recommendations:

- Establish a High School Communication Committee that will collaborate with other staff members to gather various news articles about the school.
- Consider conducting High School Communication Committee meetings periodically to enhance communication and staff development activities.
- Principal will work closely with the public relations office to provide educational story ideas developed by the Communication Committee for media coverage.
- Continue the development of High School's Edline web sites for increased communication with parents and community.
- Evaluate the status of the student newspaper for possible future publication.
- Establish additional communication resources to publicize athletic events.
- Create and display posters with mottos, mission and beliefs throughout the school.
- Identify the student yearbook as the culminating communication piece that reflects the school year for students.
- Provide additional collaborative opportunities for High School students to mentor younger students, i.e. Side-by-Side concert, musical, etc.
- Continue to build on Job Shadowing opportunities for students in vocational English and gifted classes.
- Hold meetings and provide workshops for High School parents on subjects such as Pennsylvania assessment as well as how parents can assist children in academic areas such as reading, math, and science.
- Encourage High School faculty to develop lifelong learning opportunities.
- Identify and recognize special achievements of High School students, community members, teachers, and volunteers at board meetings.
- Recognize volunteers and community partners at the high school level through announcements, yearbook, and other school communication means.
- Provide students opportunities to interact with community organizations through the Adopt-a-School program
- Continue the positive community outreach "Concordia Prom" program with Concordia Lutheran Homes.
- Provide in-service training on effective communication and media relations for all High School staff.
- Partner with local business and industry to establish recognition programs for students.
- Develop a "Welcoming" atmosphere in all offices and throughout High School.
- Develop a High School monthly or bi-monthly calendar to be sent to parents.
- Utilize available school telephone information line.
- Provide Strategic Planning progress updates to staff on a monthly basis.

Middle School Communication Efforts

Middle School has developed a school-wide communication effort as part of the Strategic Planning process. The school will share this communication effort with all staff members. A copy of the District plan, including Middle School's effort, will be kept on file at the central office and in the high school principal's office. The following items are beginning points for Middle School's communication efforts and will be added to throughout implementation of the Plan as new communication strategies are developed.

Communication Recommendations:

Establish a Middle School Communication Committee that will collaborate with other staff members to gather various news articles about the school.

Consider conducting Middle School Communication Committee meetings periodically to enhance communication and staff development activities.

Principal will work closely with the public relations office to provide educational story ideas developed by the Communication Committee for media coverage.

Continue the development of Middle School's Edline web sites for increased communication with parents and community.

Utilize student recognition programs "Student of the Month" and "Pride Program" to recognize and honor our outstanding students to the community.

Utilize the "Pride Program" as a communication tool to promote our .

Create and display posters with mottos, mission and beliefs throughout the school.

Provide Middle School Science Fair on a yearly basis to showcase student and staff achievement to parents and community.

Continue community partnerships with American Legion and Woodmen of the World to teach patriotism and respect toward our country and servicemen.

Maintain the relationship with Junior Achievement and continue the educational program for students with visits from community business leaders.

Plan a Career Day every three years so students have understanding of the local job market, along achieving goal of strengthening relationships with local business/industry.

Collaborate with Parent Teacher Student Organization (PTSO) and Middle School staff in planning the annual Spring Auction, including live broadcast from school.

Identify the Middle School student yearbook as the culminating communication piece that reflects the school year for students.

Hold meetings and provide workshops for Middle School parents on subjects such as Pennsylvania assessment as well as how parents can assist children in academic areas such as reading, math, and science.

Encourage Middle School faculty to develop lifelong learning opportunities.

Identify and recognize special achievements of Middle School students, community members, teachers, and volunteers at board meetings.

Recognize volunteers and community partners at the high school level through announcements, yearbook, and other school communication means.

Provide students interaction with community organizations through the Adopt-a-School program.

Provide in-service training on effective communication/media relations for all staff.

Partner with local business and industry to establish recognition programs for students.

Develop a "Welcoming" atmosphere in all offices and throughout Middle School.

Develop a Middle School monthly or bi-monthly calendar to be sent to parents.

Utilize available school telephone information line.

Provide Strategic Planning progress updates to staff on a monthly basis.

Intermediate Elem. School Communication Efforts

South Intermediate Elementary School has developed a school-wide communication effort as part of the Strategic Planning process. The school will share this communication effort with all staff members. A copy of the District plan, including South Intermediate Elementary School's effort, will be kept on file at the central office and in the high school principal's office. The following items are beginning points for South Intermediate Elementary School's communication efforts and will be added to throughout implementation of the Plan as new communication strategies are developed.

Communication Recommendations:

Establish a South Intermediate Elementary School Communication Committee that will collaborate with other staff members to gather various news articles about the school.

Consider conducting South Intermediate Elementary School Communication Committee meetings periodically to enhance communication and staff development activities.

Principal will work closely with the public relations office to provide educational story ideas developed by the Communication Committee for media coverage.

Continue the development of South Intermediate Elementary School's Edline web sites for increased communication with parents and community.

Create and display posters with mottos, mission and beliefs throughout the school.

Provide additional collaborative opportunities for South Intermediate Elementary School students to be mentored by older students, i.e. Side-by-Side concert, musical, etc.

Hold meetings and provide workshops for South Intermediate Elementary School parents on subjects such as State assessment as well as how parents can assist children in academic areas such as reading, math, and science.

Encourage South Intermediate Elementary School faculty to develop lifelong learning opportunities.

Identify and recognize special achievements of South Intermediate Elementary School students, community members, teachers, and volunteers at board meetings.

Recognize volunteers and community partners at the intermediate level through announcements, yearbook, and other school communication means.

Continue the positive community outreach programs with nursing homes and assisted living communities, including music class visits, etc.

Develop a "Welcoming" atmosphere in all offices and throughout South Intermediate Elementary School.

Develop a South Intermediate Elementary School monthly or bi-monthly calendar to be sent to parents.

Utilize available school telephone information line.

Provide Strategic Planning progress updates to staff on a monthly basis.

South Primary School Communication Efforts

South Primary School has developed a school-wide communication effort as part of the Strategic Planning process. The school will share this communication effort with all staff members. A copy of the District plan, including South Primary School's effort, will be kept on file at the central office and in the high school principal's office. The following items are beginning points for South Primary School's communication efforts and will be added to throughout implementation of the Plan as new communication strategies are developed.

Communication Recommendations:

- Establish a South Primary School Communication Committee that will collaborate with other staff members to gather various news articles about the school.
- Consider conducting South Primary School Communication Committee meetings periodically to enhance communication and staff development activities.
- Principal will work closely with the public relations office to provide educational story ideas developed by the Communication Committee for media coverage.
- Continue the development of South Primary School's Edline web sites for increased communication with parents and community.
- Create and display posters with mottos, mission and beliefs throughout the school.
- Provide additional collaborative opportunities for South Primary School students to work with students, i.e. 5th grade-kindergarten reading day, etc.
- Hold meetings and provide workshops for South Primary School parents on subjects such as State assessment as well as how parents can assist children in academic areas such as reading, math, and science.
- Encourage South Primary School faculty to develop lifelong learning opportunities.
- Identify and recognize special achievements of South Primary School students, community members, teachers, and volunteers at board meetings.
- Recognize volunteers and community partners at the primary school level through announcements, yearbook, and other school communication means.
- Develop a "Welcoming" atmosphere in all offices and throughout South Primary School.
- Provide Strategic Planning progress updates to staff on a monthly basis.
- Utilize weekly "Primary Log" as a continual news and calendar communication tool with Primary School staff.
- Continue the South Primary School monthly parent calendar and newsletter "Primary Pulse" and work on more user friendly format and added features for the future.
- Continue utilization of school telephone information line.
- Provide Strategic Planning progress updates to staff on a monthly basis.