

Communications

Committee: Community Relations and Communications

Committee Chair: Karen Rubican

Committee Participants:

Linda Narus

Rebecca Bowman

Bobbi Veltri

Sue Smith

Deborah Lages

I Existing Conditions

A Communications with community

How it works well

Perspectives is delivered to all residents

Recommended Improvements

Provide additional opportunities for District driven correspondence

B PTA Newsletters

How it works well

Each building is communicating with impacted parents

C Community Service

How it works well

HS has a community service class; parents and community members volunteer in some buildings

Recommended Improvements

Provide opportunities for students to be placed in community

Provide additional opportunities for community involvement.

D Power School

How it works well

Communications

Has the ability to provide timely and accurate information regarding the progress and attendance

Parents are informed

Recommended Improvements

Survey staff and parents to ensure that the system is working as expected and meeting District/parent needs

E Communication Technology

How it works well

Phone system reportedly not reliable

E-mail blasts are used to communicate current events, good news, and emergency information

Website is a great tool and resource

Recommended Improvements

Need a more reliable phone system

E-mail blasts must be done in timely manner

All sub pages must be regularly updated and maintained

II Immediate Projects

A Area of Improvement

Develop a website update cycle

Solution

Research website updates and determine best practices regarding revision schedule

Value to District

The website is often the source of the first impression of parents, prospective parents and the public

B regarding the School District.

Area of Improvement

Adopt the ASCA standards for the Guidance program at PTSD

Solution

Adhere to the ideal student/counselor ratio of 1:250.

Adopt this standard in the HS for year one.

Communications

Adopt this standard in the MS for year two.

Adopt this standard in the Elementary Schools for year three.

Revise the Guidance Curriculum to reflect the School Counseling model.

Hire a HS Guidance Director.

Value to District

Create opportunities for work that develops from a future orientation rather than a reactive orientation.

Parents receive more consistent and timely information in the form of:

regular and relevant updates on the guidance section of the website

newsletters and parent meetings across all grade levels

III Short Range

A Area of Improvement

Develop a Volunteer Service Committee

Solution

Invite key District staff to participate

Establish committee goals developing a volunteer service model for the District

Collaborate on identification and utilization of community members/parents

Place students into volunteer/service learning opportunities in the community.

Value to District

Increase opportunities for representatives in the community to participate with HS students

Increase opportunities for parents in the community to participate with HS students

B Area of Improvement

Complete a test of the phone and e-mail systems

Solution

Conduct faculty satisfaction survey; Run a diagnostic to determine source of problem, if any

Value to District

Efficiency and efficacy

IV Long Range

A Area of Improvement

Audit the Powerschool system to assess its value to the District.

Solution

Survey parents and teachers to assess their levels of satisfaction with this program

Review the original agreement to ensure that District is getting what was agreed upon by contract.

Value to District

Critical and consistent communication with the goal of keeping student success at the forefront.

B Area of Improvement

Set aside funds for emergency mailings.

Solution

Increase the budget for District mailings

Value to District

Additional mode of communication for those who are not "connected" to the internet

