



# Deerfield School District Communications Committee

June 17, 2009



# Agenda

- Review Purpose of Committee
  - Committee Charter
- Review Input From Last Meeting
- Discuss Current/Future State: Voice of the Customer (VOC)
  - Identification of Key Stakeholders
  - Group Exercise:
    - What's working well?
    - What can be improved?
- Breakout Teams
  - Identification for improvement opportunities



# Vision/Scope/Responsibilities of the Communications Committee

## **VISION:**

The Deerfield School District working in partnership with Deerfield school district community to identify efficient, effective communication processes as part of a district-wide communication plan.

## **SCOPE OF INITIATIVE:**

The *Deerfield School District Communications Committee's* work should support the district mission, enhance what is already working well in the district and stimulate rapid, demonstrable change in real and perceived district communications. The committee will focus on researching ideas and developing recommendations for designing and implementing strong communication vehicles, tools and channels which aid communications regardless of message content.

## **RESPONSIBILITIES:**

The *Deerfield School District Communications Committee* is composed of individuals from the school district community, school staff and school administration which are accountable to the Deerfield School Board, and are responsible for:

- Identifying current formats, methods and types of communication.
- Identifying and documenting current communication methods of the Board with various stakeholders
- Identifying and documenting current communication methods of the administration with various stakeholders.
- Identifying and documenting current communication methods of the faculty with various stakeholders.
- Identifying and documenting current communication methods for stakeholder communication to district personnel.
- Reviewing recommended industry practices and identify improvements and supports needed.
- Recommending a communication plan to the Board



# Desired Communication

- Trusting
- Open
- Non-confrontational
- Detailed
- Frequent
- Non-judgmental
- Honest
- Positive
- Confidential
- Sensitive
- Efficient
- Effective
- Audience appropriate
- Factual
- Cost Effective
- Comprehensive
- Timely
- Multi-faceted
- Available
- User-friendly
- Clear/concise
- Accurate
- Informative
- Proactive
- Respectful
- Inquisitive
- Engaging
- Non-blaming



# Key Stakeholders

- School Board
- School District Administration
- Faculty
- Current Students
- Past Students
- Parents of Students
- Community Members
- Local Government



# Group Exercise

- What's working well from a communication perspective?
- What's not working so well from a communication perspective?



# What's Working Well From a Communication Perspective?

- Website-more current with information
- Teacher expectations-student/parent signature required
- Weekly wrap-elementary teachers
- Monthly newsletter-Elem. Princ/PTO
- Athletic calendar-poster, website, HSS.net
- Facility Use calendar-online requests
- Progress Reports/mailing
- Lunch menus-full year menu in advance, online
- Independent newspaper coverage
- Updates to board members from superintendent
- Weekly newsletter-elementary teachers
- Take Home folder-elementary
- Online payment system-Food Service, registration fees
- Crisis code response-Code Blue, etc
- Two-way radios
- Morning weather closings-district website, television, radio, WDEE
- Use of first and only list for home communications



# What's Not Working So Well From a Communication Perspective?

- Student communications-explanation of rules, procedures
- Parent communications-explanation of rules, procedures
- MS/HS principal newsletter
- Transition of communication into middle school-newsletter
- JEDI learning opportunities
- Too many communications in elem. Take-home folder
- District website-difficult to navigate for parents and staff
- Principal pages on website
- Teacher pages on website
- Verbal communication-amongst stakeholders
- WDEE-difficult to access, not available outside village
- Greater utilization of Independent newspaper
  - Monthly recognitions





# Potential Opportunities in Support of Desired Communication

- Forum of communication:
  - Meeting notes, website, school newsletters, parent/school communication notes, newspaper, t.v., texting, email blasts, blogs, surveys, meeting minutes, meeting actions, recorded messages
  - Take into consideration cost of communication
- Monthly website newsletter
  - Administration/Principal
- Process for School Board to respond to emails
- Utilization of data in support of communication
- Utilization of risk assessment process prior to creating and distributing communication
- District-wide news to community members
- Communication training
- Identify ways to communicate keeping in mind cultural differences in the community: Multi-Language
- Provide timelines as appropriate
- Set guidelines by administration
- Communication should conform to all legal requirements



# Team Breakouts

Each team has a “facilitator” that leads the team discussion, and a “scribe” that documents the information as the team identifies ideas.

## ■ Team A

- What needs to be communicated?
- Who needs to be communicated to?
- What frequency does the communication need to occur?

## ■ Team B

- What forum/tools could be utilized to communicate information?
- How can the tools be utilized in support of the communication?



# Team B

- Email
  - Action that needs to be taken by parents
- Enewsletter
  - Principal
- Text messaging
- Blog
- Online bulletin boards
- Verbally speak to people – verbal communication
- Paper newsletter: independent
- Facebook, twitter,
- Website
- Recorded messages
- Athletic programs: paper programs
- Mail
  - Action that needs to be taken by parents
  
- Registration – the forum: what’s distributed, what’s not
- Regular mailings: include more information
  - On-line?
- Boulevard sign
  - Updated information – Process to update information
  - Catchy information
  - Can we utilize the banks board?
- Electronic board?



# Team B

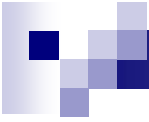
- Education/training process
- School board listening sessions
- Communication sessions: sharing of information
  - Toddler play group
  - Lions Club
  - Senior Citizens
- Executive summaries: Principal message in the Independent?
- Sharing of information between schools – students
  - Learning opportunities/sharing of information
- Functions sponsored by the school – special opportunities – invitations to parents or community to come to the school
- Parent/Teacher conferences
- Open house
- Utilize volunteerism
- Class Room parents at the middle/high school level
- Training opportunities – invite public – adult education – build skill set – community outreach



# Next Steps

- Compile improvement opportunities
- Communications committee review opportunities as a team for discussion
- Prioritize opportunities: Long term vs. short term
- Complete action and communication plan with improvement opportunities agreed upon by the Communications committee
- Provide the School Board with the recommended communication plan





# Action Plan Example

<b>Project</b>	Deerfield School District Communication Plan of Action					
<b>Project Team</b>	Communication Committee					
<b>Date of Initiation</b>	6/17/2009					
<b>Project Definition</b>	Plan in support of Deerfield School District Communication		<b>Estimated</b>	<b>Actual</b>		
<b>Project Effectivity Dates</b>						
<b>Status</b>	<b>Activity / Task</b>	<b>Begin Date</b>	<b>End Date</b>	<b>Days</b>	<b>Responsibility</b>	<b>Comments</b>
					Responsibility	Past Due
					Responsibility	
					Responsibility	
					Responsibility	
					Responsibility	