



Communication Committee Recommendations

January 2010



Agenda

- Review Purpose of Committee
 - Committee Charter Statement
- Review/Discuss Utilization of Tools in Support of Recommended Actions
- Review Recommended Action Plan
- Review Actions Completed
- Review Next Steps to Include Survey Discussion



Committee Members

- Angie Bazan
- Mark Becker
- Pat Chua
- Sandy Fischer
- Karen Frey
- Betty Graffin
- Amy Graves
- Rhonda Gulbranson
- Michelle Jensen
- Nancy Konkel
- Carol Mack
- Shelley Mack
- Kathy Miles
- Jill Spilde
- Laurie Steen
- Doreen Treuden
- Jacque Wichlacz



Communication Charter Statement

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.

MISSION/PURPOSE:

In support of the Deerfield School District communication process, the Deerfield School Board has developed the *Deerfield School District Communications Committee* with a focus on community engagement and information sharing. The purpose of this charter is to document the guiding principles for the operations of the *Deerfield School District Communications Committee*.

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



Team Approach

- Discussion of Current/Future State: Voice of the Customer (VOC)
 - Identification of key stakeholders
 - What's working well?
 - What can be improved?
- Identification of what needs to be communicated, who needs to be communicated to, and how will the information be communicated
- Ease/Impact analysis
- Prioritization of opportunities
- Completion of action plan
- Completion of draft survey – Opportunity of receiving additional information from key stakeholders



Team Recommendations – Action Plans Created For Each Recommendation

- Communication of board/district goals
- Review of web design
- Communication of policy changes
- Transition of communications – 6/7, 8/9
- Student news – Timeliness
- Senior portfolio
- Positive news of the district
- Volunteers in the district
- On-line course syllabus
- Curriculum mapping
- Communications of student schedules – MS/HS



Actions Completed

- MS/HS Open House identified and implemented
- Website updated based on committee feedback
 - Recently revised policies
 - District calendar
 - Committee structure under school board revised
 - Updated features for use of website ease of use
- Submission of press release to the Independent in support of the website changes
- Communication of policy changes
 - Staff-communicated with Board minutes
 - Students-announcements and the Voice
 - Community-district Policy webpage and informal Board minutes
- Senior portfolio changes communicated to students, staff, parents
- MS/HS newsletter developed (The Voice)
- Introduction of monthly dialogue sessions with Superintendent
- Introduction of quarterly district newsletter
- Comprehensive HS course booklet for students and parents
- Article submissions to Independent by staff promoting good news of the district



Communications Survey

- Utilized SurveyMonkey online tool
- Collect online data until January 31st
- Survey overview
 - Demographics Info-same as School Perceptions survey
 - District/School Communications
 - District Website Information
 - Skyward Family Access
 - General Communications



Next Steps

- Implementation of survey
- Analysis of survey results
- Improvement recommendations based on survey results
- Quarterly team meetings to review status of action plan