

NRSD Communication



Objective: To foster and sustain effective partnerships with all stakeholders via effective communication for all students.

Communication Areas:

- Parent and Family Engagement
 - Crisis Plan Communication
 - Intra-District Communication
 - Event Based Awareness

Clarity

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Consistency

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Predictability

Parent and Family Engagement – Clarity, Consistency, Predictability

Current Practices:

- School Open Houses
- Parent Conferences
- Phone Calls Home
- Email Exchanges
- School Newsletters
- Media
- School & Teacher Websites
- Twitter
- Blogs
- School/District Handbooks
- School/District Events and Celebrations
- School Councils
- Community Cable Access Programming
- SEPAC

Looking Forward:

2018-2019	2018-2019	2018-2019	2018-2019	2019-2020
Ongoing Engagement with School Councils	Prioritize Email Communications	District-wide appropriate administrator response times to ensure consistent parent communication	Parent Information sessions on Chromebooks and Safety	“Parent University” working sessions on priority district-wide topics and initiatives

Crisis Communication – Clarity, Consistency, Predictability

Current Practices:

- Continued partnerships with Local Law Enforcement, Municipalities, and First Responders
- Established communication and notification protocols with district administration
- Actively-engaged Safety Committees
- Established Emergency Procedures (district-wide)
- Continued use of School Messenger to communicate information

Looking Forward: 2018-2019

Fall 2018

Commit to ALiCE Training for all
STAFF and Parents

Fall 2018

Strengthen and Evaluate Emergency
Protocols

On-Going/Yearly

Traditional Student Drills
(Fire, Bus, Shelter in Place)

CRISIS PLAN

Revise Fall 2018

Medical Emergency Response Plan

Fall/Winter 2018/2019

Classroom FLIPCHARTS for
Emergency Case Procedures

On-Going /Yearly

Hold Information Sessions on additional
ALiCE training Emergency Procedures and
Trainings (2019-2020)

Intra-District Communication – Clarity, Consistency, Predictability

Current Practices:

- Internal email correspondence
- Faculty meetings
- Department meetings
- Professional development
- Google Hangout
- Principal memos to staff
- Principal's Meetings
- Administrative Meetings
- Ad Hoc Leadership Meetings
- Weekly Parent Updates
- Administrative Council Meetings

Looking Forward:

2018-2019	On-Going
Ongoing, consistent communication for Faculty Meetings within NRSD schools	Stay the course with current communication practices within district.

Informative Event Based Awareness – Clarity, Consistency, Predictability

Current Practices:

- Celebrate student achievement and spotlighting school events:
- School Committee Meetings
- NRSD website
- School websites
- Twitter
- Blogs
- School Councils
- Administrative Council
- PTO
- SEPAC
- School-based TV media platforms
- Community media platforms

Looking Forward:

Fall 2018	2018-2019	Winter 2019	Winter/Spring 2019
Consolidate and Reorganize online media/information	Elevate most useful content for families and community from analytics data	Regular Oversight of webpage	Centralize oversight of the webpage
Summer 2019	Summer 2019	Summer/Fall 2019	Fall 2019
Evaluate optimal platform for community and district online communication	Determine best platform for each type of communication	Revamp website to focus on most useful and essential information for families and community	Submit quarterly “Nashoba Highlights” to local news media and School Committee