

DRAFT

Superintendent Communication Goal

Create and execute broad communication plan that addresses social media growth; community engagement; open, clear and consistent two-way communication with district residents; and superintendent visibility.

Increase level of community engagement through two-way communication, regular opportunities for volunteering and involvement in decision making/providing feedback and other occasions to strengthen bonds with residents.

Measure: survey and level of superintendent presence around school district community

Note: Online survey will appear on district web site, in the Webster-Kirkwood Times and as hard copy available in school offices. The survey will be open from May 25 through June 8. Notices in all school newsletters, the district home page and social media will promote participation in the survey. In addition, we'll email the link to all district parents, committees, local government officials and community organizations such as the Rotary Club.

Once results have been tabulated, we will use the same methods of disseminating the information as employed to seek participation: school newsletters, WK Times, district web site, social media and email.

Strategies:

Community engagement

- Offer one-on-one and small group opportunities to meet, such as Meet the Superintendent events and Board Conversations. Set dates for these.
- Listen to community by seeking feedback through social media, Times ads, Key Communicators Committee and other district committees, districtwide forums, surveys, focus groups and conversations. (Consider offering transportation and child care to increase participation in meetings, forums, focus groups, etc.)
- Provide information about committees and seek members through a variety of media (social media, WK Times ad, other channels)

- Promote meaningful opportunities to volunteer/participate in decision making to community
- Look for partnership opportunities and additional means by which the district can assist the community such as the tech helper students who visit senior living complexes, 4th of July carnival, Chelsea Center and other school projects
- Utilize BoardDocs in support of accessing Board documents, recordings, policies, etc.

Open, clear and consistent two-way communication

- Ask community members how they want to be informed, what kind of information they want
- Offer opportunities to meet one-on-one
- Host opportunities to talk about district issues, such as State of the District presentation in October
- Create brief online surveys for home page that appear throughout the year, as needed
- Provide online opportunities to ask questions, comment on district issues, including a place on the home page as well as social media
- Increase options on Parent Portal to provide more information, pay bills, etc.
- Develop an annual building tour program

Superintendent visibility

- Be a regular presence in the buildings during school day and afterwards during school events
- Be a regular presence in the district community at large
- Join local organizations such as Rotary, Chamber of Commerce etc., participate in their activities
- Continue to partner with Webster University
- Promote Twitter account, blog
- Establish relationship with members of the media as a spokesman
- Continue to meet regularly with Key Communicators; recruit additional community leaders to join

Increase the level of community understanding of district financial position.

Measure: survey

Strategies:

- Regular, online financial updates as well as information in media. Send quarterly updates to school newsletters. Create brief videos, podcasts on important topics. Schedule the video topics to be covered.
- Develop State of the District presentation to give live and videotape for web site (1-2 times/year)

Continue to expand uses for social media to promote district and gather feedback from community.

Measure: social media metrics including “likes” and followers as well as level of feedback obtained. Double the numbers of those following and liking our social media accounts as follows: increase Facebook page to 4,000; Twitter to 3,000; Superintendent’s blog to 1500 and Superintendent’s Twitter to 900.

Strategies:

- Regularly promote district social media accounts through existing school communication channels
- Expand coverage offered through Facebook and Twitter; solicit feedback
- Seek opportunities at meetings/events to add people to Superintendent’s blog database
- Provide prompt responses to online requests for information, questions, and comments
- Promote the district on a regular basis through Youtube videos on home page that feature students and staff
- Work with the social media group made up of parents who share district news items through their social media accounts
- Post School Board meeting highlights with links to background information
- Continue providing audio recordings of board meetings
- Solicit letters from students/parents about their experiences here, their favorite teachers, etc. that could be featured online.

Strengthen relationships with the five communities that make up the district

Measure: survey

Strategies:

- Link to each of the five cities on district page and request that they link to WGSD
- Set dates to visit each of the five city governments to present “state of the school district” information
- Recruit leaders from each of the five cities for district committees
- Set up a formal meeting(s) for School Board with city councils and mayors
- Provide student success stories tailored for each city’s newsletter
- Visit senior citizens’ complexes/clubs with a program tailored for them
- Recognize adult volunteers from each community at board meeting or other event