

Georgetown Public Schools
DISTRICT COMMUNICATIONS PLAN DRAFT
51 North Street, Georgetown, MA 01833 - 978-352-5777

CONNECT * COMMUNICATE * ENGAGE
www.georgetown-schools.org

District Communications Plan Purpose

The purpose of the Georgetown Public Schools (GPS) Communications Plan is to present a framework for communicating both within and outside of our school community. Information to be shared will include all current matters of interest as needed to keep the community informed in a transparent and truthful way. All communications will promote the strategic goals and objectives of our district as a means to maximize student achievement and success.

District Communication Plan Goals

The district wishes to build and sustain mutually beneficial relationships built on trust with community stakeholders by providing accurate, timely and relevant information on key issues. By delivering the right message, to the right audience, at the right time, the district will clarify who we are, what we strive for, what we do, what we achieve, and what is currently happening at every level of interest. The district will facilitate community engagement by encouraging conversation and feedback from stakeholders to enhance two-way dialog. District communications will address both **internal audiences** (students, teachers, staff, administration and School Committee) and **external audiences** (parents, town residents, elected officials & town departments, community & civic groups, other school districts, colleges & universities, media outlets, and the greater public).

District Communication Action Plan Steps (6)

1. Clarify District Messaging and Flow of Information

- Prioritize messaging to focus on strategic needs and support student achievement.
- Produce credible and robust messaging through all district communication venues, creating multiple and easily accessible sources for both quick updates and deep content.
- Make continuous improvement and updating of the district website, and social media tools, as a key communications tool, a priority for all responsible administrators.

2. Encourage the Two-way Flow of Information between Parents, Students, the Community and the District.

- Encourage community members to use the district website, sign up for Connect-Ed, blog subscriptions, and to utilize our social media outlets.
- Conduct parent, staff and student surveys and focus groups to obtain feedback on flow of information & preferred communication channels.
- Offer community meeting opportunities (such as discussion forums and coffee chats) to receive input regarding communication preferences and educational issues.

3. Publish and Distribute Informational Pieces

- District/School informational materials regarding programs and services, will be accessible on the website and/or in print.

- Press releases as needed will either come from the Superintendent or receive Superintendent approval before release.
- Daily or weekly announcements, informational items, upcoming news events or important changes affecting the community will be posted on the website and via district social media.
- School Committee Meetings and other school events of high community interest will be available for viewing via Georgetown Community Television.

4. Develop Positive Relationships with Town Departments, Civic and Community Groups.

- Build and sustain active partnerships with community organizations by maintaining high administrative visibility at key events and meetings.
- Support the efforts of parental and/or civic organizations who exist for the sole purpose of aiding district families and teachers by making their work visible and accessible to the community.
- Seek business partnerships through contacts in local groups.

5. Highlight District, Student & Faculty Accomplishments

- Produce blogs accessible from the district website, on both a district and school level, to promote ongoing initiatives, accomplishments & achievements.
- Highlight student and staff successes and innovative instruction presentations from multiple grade levels at School Committee meetings throughout the year.
- Feature student and staff achievements with articles in local newspaper and via district social media.

6. Collaborate with Media regarding District and School Information.

- School administration will develop relationships with editors and education reporters, maintaining proactive media relations to enhance the district's image and credibility.
- The Superintendent or designee will act as the liaison to press inquiries, and will respond with established facts and verifiable information that do not violate privacy.

7. Measure Communication Effectiveness to Assess Quality of Communications and to Ensure Accountability.

- Communications success will be measured both formally, with data-based survey tools, and informally, through internal and external community feedback.
- The Communications Plan will be reviewed and updated as deemed necessary by the Superintendent, School Committee and/or Public Relations Subcommittee.

