

District Strategic Vision

LONG BRANCH PUBLIC SCHOOLS

ACTION PLANS: 2021 & BEYOND

ACTION TEAM: COMMUNICATIONS

CHAIRPERSON: CHRIS DRINGUS

MEMBERS: BETH MCCARTHY, DIEGO DEASSIS, DIOGO DEASSIS, KASHONA DAVIS



PRIMARY GOAL: ESTABLISH CLEAR & PRECISE COMMUNICATION TO/FROM PARENTS/SCHOOLS.

SECONDARY GOAL / OBJECTIVES: PROMOTE “TOGETHER WE CAN!” MINDSET

- Barriers / Challenges

- There are too many ways to get information.
- There is not a clear way to give information.
- There are inconsistent messages/procedures from different schools/areas.



Who can help me?

Strategy / Action Step #1
Assign a Communications Advisor per school

Responsibility / Accountable District Member
To maintain the website, social media & "info" e-mail
Reports to the building principal

Resources (including budget impact if any)
To be added to the responsibilities of the TDLA

Timeline
09/2021 start & fine tuning quarterly





Implications for Professional Development

By adding to the responsibilities of the TDLA, professional development will come from the District Communications Office whereby the added responsibilities will be outlined along with expectations and a procedure for success. There will be group meetings quarterly while the building principal evaluates and fine tunes on a daily basis.

Implications for Stakeholders

By having more uniform communication standards from a “common voice” the parents/guardians will be able to obtain information more clearly and frequently.

Implications for Facilities

None

Assessments / Accountability / Measurements

The Communications Advisor will have a list of responsibilities which will include things such as promoting their school weekly, assuring website information is correct & current, assuring the auto-dialer is used properly, monitoring school email (discussed in point #6), and other duties that will evolve with the position. This position, as the TDLA does currently, will report to the Building Principal who will assure all duties are carried out.

Ring Ring Ring

Strategy / Action Step #2
More use of the auto-dialer / texting system

Responsibility / Accountable District Member
To relay pertinent information
Communications Advisor

Resources (including budget impact if any)
No added expenses or programs needed

Timeline
09/2021 start & fine tuning quarterly





Implications for Professional Development

The professional development here will be centered around the district's auto-dialing online software. The building principal will show the Communications Advisor how to use the software while the District Communications Office will determine the appropriate use which will change as the initiative evolves. Identified uses at this time include emergency closures, schedule changes/early dismissals, community health updates, and specific school related events.

Implications for Stakeholders

By having each school call and/or text their set of parents/guardians, people will garner information that is pertinent to them and not be flooded with information that does not pertain to them.

Implications for Facilities

None

Assessments / Accountability / Measurements

The Communications Advisor will work with the building principal on what types of messages to send out via auto-dial/text message and what the messages are to say. The principal will be responsible for the message sent.

The road to success!

Strategy / Action Step #3

Create a Solutions Roadmap

Responsibility / Accountable District Member

To assure parents & guardians have a path to an answer
Communications Office and Superintendent's Secretary

Resources (including budget impact if any)

Revision of the current "Chain of Command"

Timeline

09/2021 start & fine tuning quarterly



Implications for Professional Development

There will be no need for professional development but more of a need for a meeting with the Superintendent and whomever he/she invites. The current “Chain of Command” will be renamed to “Solutions Roadmap” and the proper paths will be identified.

Implications for Stakeholders

By having a clear and precise roadmap to follow, parents/guardians will know who to contact, when to contact them and how.

Implications for Facilities

None

Assessments / Accountability / Measurements

The District Communications Office will work with the Superintendent’s Secretary to assure the Superintendent’s expectations are depicted on the new Solutions Roadmap.

We can help!

Strategy / Action Step #4

Develop a consistent “help parents to a resolution” approach

Responsibility / Accountable District Member

To assure parents/guardians receive proper assistance
Superintendent’s Secretary, School Secretary, Building Principal

Resources (including budget impact if any)

Professional Development by the Superintendent’s secretary

Timeline

01/2022 start & fine tuning quarterly





Implications for Professional Development

The Superintendent's Secretary will use the aforementioned "Solutions Roadmap" to outline the proper procedure to take when a call is received by the school to train the school secretaries how to properly handle a variety of calls.

Implications for Stakeholders

By speaking with people whom are knowledgeable and dedicated to assisting from start to finish, parents/guardians will be able to obtain correct information and get the answers they are in need of.

Implications for Facilities

None

Assessments / Accountability / Measurements

The building principal will be responsible for assuring their secretaries follow the guidelines and expectations set forth by the district. As the person who ultimately winds up getting a call if questions are not answered, the Superintendent's Secretary will work with the building secretaries on an as need basis to reaffirm the procedures.

Hello world!

Strategy / Action Step #5
Promote / maintain consistent, pertinent & current information

Responsibility / Accountable District Member
To assure all website & social media posts are current
Communications Advisor

Resources (including budget impact if any)
A checklist to be used to assure all criteria is met

Timeline
09/2021 start & fine tuning quarterly





Implications for Professional Development

The District Communications Office, working with administration, will decide on a checklist to assure all main school pages contain, at a minimum, things such as schedules, contact information & teacher information. The Communication Office, working with building principals, will decide on the minimum amount of positive posts on social media per school and identify what those posts entail. An initial meeting will take place with the Communications Office and all Communication Advisors, then quarterly meetings will take place to refine the procedures / lists.

Implications for Stakeholders

By being able to check a website and/or social media platform and obtain current information quickly, parents/guardians will have less of likelihood to reach to the school with questions.

Implications for Facilities

None

Assessments / Accountability / Measurements

Building principals will be responsible for assuring the Communications Advisor is keeping up with the posts, updating the website, and monitoring teacher pages.

Can't talk right now!

Strategy / Action Step #6
Create a generic "info" email account per school

Responsibility / Accountable District Member
To provide a non-time sensitive portal for answers
Communications Advisors & Building Secretaries

Resources (including budget impact if any)
Email account creation

Timeline
09/2021 start & fine tuning quarterly





Implications for Professional Development

The real training here will center around the proper responses to various types of emails. The district will follow the expectations set forth by our “Solutions Roadmap” and our “help parents to a resolution” approach.

Implications for Stakeholders

By being able to send a quick email asking questions that are not in need of an answer right away, parents/guardians will be able to obtain information without having to make a phone call or search for an answer.

Implications for Facilities

None

Assessments / Accountability / Measurements

Communications Advisors and building secretaries will be responsible for monitoring this email. Emails will be responded to by the next school day and will contain correct information and/or resources to obtain the information the person seeks. The building principal will oversee the interactions to assure they are appropriate.

The missing piece!

Strategy / Action Step #7
Assign a District Communications Secretary (share responsibilities)

Responsibility / Accountable District Member
To assist in the daily operations of the Communications Office
District Communications Office

Resources (including budget impact if any)
Sharing of responsibilities with another office

Timeline
09/2022





Implications for Professional Development

The professional development will come while on the job as the goal here is to have a secretary that performs all of the normal daily duties of a department perform those same tasks for the District Communications Office.

Implications for Stakeholders

By having a person to maintain a calendar, answer calls and create purchase orders, the District Communications Office can focus more on content publishing and assisting with the building Communication Advisors.

Implications for Facilities

None

Assessments / Accountability / Measurements

The secretary will be performing the same duties that he/she does on a regular basis for his/her current position but assist the Communications Office with those same tasks as well.

Together we can!

Strategy / Action Step #8
Branding & school recognition – “TOGETHER WE CAN!”

Responsibility / Accountable District Member
To promote “Together we can” in every sense of the word
Communications & DEI Office, Principals, Communications Advisors

Resources (including budget impact if any)
Embracing a mindset is free!

Timeline
07/2021





Implications for Professional Development

“Together we can” has already become part of our vernacular – multiple offices will continue to propagate the mentality. The mindset will spider into everything that we do and the promotional / information videos & posts that are sent out will continue to foster togetherness for everyone in the schools and our community.

Implications for Stakeholders

Our employees have already embraced “Together we can” which will be the centerpiece of what we do moving forward. The community will be at the forefront of thought during our videos and informational pieces, constantly notifying, and more importantly, involving the community! Through the DEI Office, we have already started new partnerships while enhancing already created ones in other offices. Togetherness will be the driving force behind all future communications.

Implications for Facilities

None

Assessments / Accountability / Measurements

As multiple offices and all staff will be a part of this, the accountability and measurements will come through end of year surveys of which there will be 2:

- * Directed to the parents/guardians asking them if they feel more involved and informed while being more of a part of their child’s education.
- * Directed to the community at large asking them if they feel more informed of school activities, success and progress.

DISTRICT STRATEGIC VISION

Action Plan: *2021 & Beyond*

Action Team: *Communications*

Chairperson: *Chris Dringus*

Members: *Beth McCarthy, Diego DeAssis, Diogo DeAssis, Kashona Davis*

Primary Goal: Establish clear & precise communication to/from parents/schools.

Secondary Goals / Objectives: Promote “Together We Can” mindset.

| Barriers / Challenges: Too many ways to get information, not a clear way to give information, inconsistent messages/procedures from different areas/schools. | | | |
|---|---|--|--|
| Strategies / Action Steps | Responsibility / Accountable District Member | Resources (including budget impact, if any) | Timeline |
| 1) Assign a Communications Advisor per school | To maintain the website, Social Media & “Info” Email / Reports to the building principal | To be added to the responsibilities of the TDLA | 09/2021 start & fine tuning quarterly |
| 2) More use of the auto-dialer / texting system | To relay pertinent information / Communications Advisor | Online software already purchased – appropriate messages to be identified | 09/2021 start & fine tuning quarterly |
| 3) Create a Solutions Roadmap | To assure parents & guardians have a path to an answer / Communications Office & Superintendent’s Secretary | Work with Administration & refine the current chain of command | 09/2021 start & fine tuning quarterly |
| 4) Develop a consistent “help parents to a resolution” approach | To assure parents & guardians receive proper assistance / Superintendent’s Secretary, School Secretary, Principal | Professional development headed by the Superintendent’s Secretary | 01/2022 start & fine tuning quarterly (the secretary is not in place yet & will be new to the position when school starts) |
| 5) Consistent, pertinent & current information on all pages of the website / Social Media | To assure all website & social media posts are current / Communications Advisor | A checklist to be used to assure all criteria set forth by administration is met | 09/2021 start & fine tuning quarterly |
| 6) Create a generic “info” email account per School | To provide a non-time sensitive portal for answers / | None – creating a new email account is free | 09/2021 start & fine tuning quarterly |

| | | | |
|--|--|--|---------------------------------------|
| | Communications Advisor, Building Secretary | | |
| 7) Assign a District Communications Secretary | To assist in the daily operations of the District Communications Office / District Communications Office | A secretary from a department that will be able to accommodate taking on the responsibilities of another department | 09/2022 start & fine tuning quarterly |
| 8) Branding & school recognition – “TOGETHER WE CAN” | To promote “Together we can” in every sense of the word / Communications Office, DEI Office, School Principals, Communication Advisors | None – a plethora of equipment has already been purchased to produce digital content and we have several platforms for promotion | 7/2021 & fine tuning constantly |

Implications for Professional Development:

#1: By adding to the responsibilities of the TDLA, professional development will come from the District Communications Office whereby the added responsibilities will be outlined along with expectations and a procedure for success. There will be group meetings quarterly while the building principal evaluates and fine-tunes procedures on a daily basis.

#2: The professional development here will be centered around the district’s auto-dialing online software. The building principal will show the Communications Advisor how to use the software while the District Communications Office will determine the appropriate use which will change as the initiative evolves. Identified uses at this time include emergency closures, schedule changes/early dismissals, community health updates, and specific school related events.

#3: There will be no need for professional development but more of a need for a meeting with the Superintendent and whomever he invites. The current “Chain of Command” will be renamed to “Solutions Roadmap” and the proper paths will be identified.

#4: The Superintendent’s Secretary will use the aforementioned “Solutions Roadmap” to outline the proper procedure to take when a call is received by the school to train the school secretaries how to properly handle a variety of calls.

#5: The District Communications Office, working with administration, will decide on a checklist to assure all main school pages contain, at a minimum, things such as schedules, contact information & teacher information. The Communications Office, working with building principals, will decide on the minimum amount of positive posts on social media per school and identify what those posts will entail. An initial meeting will take place with the Communications Office and all Communications Advisors, then quarterly meetings will take place to refine the procedures / lists.

#6: The real training here will center around the proper responses to various types of emails. The district will follow the expectations set forth by our “Solutions Roadmap” and our “help parents to a resolution” approach.

#7: The professional development will come while on the job as the goal here is to have a secretary that performs all of the normal daily duties of a department perform those same tasks for the District Communications Office.

#8: “Together we can” has already become part of our vernacular – multiple offices will continue to propagate the mentality. The mindset will spider into everything that we do and the promotional / informational videos & posts that are sent out will continue to foster togetherness for everyone in the schools & our community!

Implications for Stakeholders: Currently, stakeholders (the community at large) will have no added responsibilities as these action items are centered around improving “service” for them. By restructuring pieces already in place, adding to our community involvement, promoting “Together we can” and developing an inclusive/transparent/informative/simplistic approach we will allow for the community to be more aware of what the schools are doing while providing clear avenues to interact and have a voice – creating a communications rich environment.

#1: By having more uniform communication standards from a “common voice” the parents/guardians will be able to obtain information more clearly and frequently.

#2: By having each school call and/or text their set of parents/guardians, people will garner information that is pertinent to them and not be flooded with information that does not pertain to them.

#3: By having a clear and precise roadmap to follow, parents/guardians will know who to contact, when to contact them and how.

#4: By speaking with people whom are knowledgeable and dedicated to assisting from start to finish, parents/guardians will be able to obtain correct information and get the answers they are in need of.

#5: By being able to check a website and/or social media platform and obtain current information quickly, parents/guardians will less likely to have to reach out to the school with questions.

#6: By being able to send a quick e-mail asking questions that are not in need of an answer right away, parents/guardians will be able to obtain information without having to make a phone call or search for an answer.

#7: By having a person to maintain a calendar, answer calls and create purchase orders, the District Communications Office can focus more on content publishing and assisting with the building Communication Advisors.

#8: Our employees have already embraced “Together we can” which will be the centerpiece of what we do moving forward. The community will be at the forefront of thought during our videos and informational pieces, constantly notifying, and more importantly, involving the community! Through the DEI Office, we have already started new partnerships while enhancing already created ones in other offices. Togetherness will be the driving force behind all future communications.

Implications for Facilities: There will be no need for Facilities to make any sort of changes for any layer of the Communications Plan.

Assessments / Accountability / Measurements:

#1: The Communications Advisor will have a list of responsibilities which will include things such as promoting their school weekly, assuring website information is correct & current, assuring the auto-dialer is used properly, monitoring school email (discussed in point #6), and other duties that will evolve with the position. This position, as the TDLA does currently, will report to the Building Principal who will assure all duties are carried out.

#2: The Communications Advisor will work with the building principal on what types of messages to send out via auto-dial/text message and what the messages are to say. The principal will be responsible for the message sent.

#3: The District Communications Office will work with the Superintendent's Secretary to assure the Superintendent's expectations are depicted on the new Solutions Roadmap.

#4: The building principal will be responsible for assuring their secretaries follow the guidelines and expectations set forth by the district. As the person who ultimately winds up getting a call if questions are not answered, the Superintendent's Secretary will work with the building secretaries on an as need basis to reaffirm the procedures.

#5: Building principals will be responsible for assuring the Communications Advisor is keeping up with the posts, updating the website, and monitoring teacher pages.

#6: Communications Advisors and building secretaries will be responsible for monitoring this email. Emails will be responded to by the next school day and will contain correct information and/or resources to obtain the information the person seeks. The building principal will oversee the interactions to assure they are appropriate.

#7: The secretary will be performing the same duties that he/she does on a regular basis for his/her current position but assist the Communications Office with those same tasks as well.

#8: As multiple offices and all staff will be a part of this, the accountability and measurements will come through end of year surveys of which there will be 2:

- 1) Directed to parents/guardians asking them if they feel more involved and informed while being more of a part of their child's education.
- 2) Directed to the community at large asking them if they feel more informed of school activities, successes and progress.