



Wrangell Public Schools

Communication Plan

School Board Members:

- **Aleisha Mollen, President**
- **Jessica Rooney, Vice-president**
- **Aaron Angerman, Secretary**
- **Annya Ritchie**
- **Dave Wilson**

Dr. Debbe Lancaster, Superintendent

dlancaster@wpsd.us

www.wpsd.us

P.O. Box 2319

Wrangell, AK 99929-2319

Phone: 907-874-2347

Bulletin Boards

Email

Facebook

Face to Face Meetings

Fax

Flyers

Facebook

Local Media

Newsletters

School Bulletin

School Messenger

Telephone/Text

USPS Mail

Website

Wrangell Public Schools Communication Plan

MISSION STATEMENT

TO EDUCATE AND INSPIRE EVERY STUDENT.

VISION

GRADUATE STUDENTS WHO ARE RESILIENT, INNOVATIVE, AND PREPARED FOR THEIR FUTURE.

VALUES

- BE RESPECTFUL
- BE HONEST
- ACT WITH INTEGRITY
- BE COURAGEOUS
- DEVELOP CONFIDENCE
- BE KIND

GOALS

GOAL 2: STAKEHOLDER SATISFACTION

STRATEGY 1: STRENGTHEN SCHOOL/COMMUNITY RELATIONSHIP

OBJECTIVE 1: STRENGTHEN TWO-WAY COMMUNICATION BETWEEN SCHOOL AND COMMUNITY

ACTION	RESPONSIBILITY	TIMELINE	METRIC	REPORT TO
1. Identify current means of communication, including items mandated by policy, statute, etc.	Superintendent	September 2018	Communication matrix	School Board
2. Survey community to identify what school district information is most useful and helpful and the best means of delivery	Superintendent	Annually	Community survey results	School Board
3. Develop a formal communication plan that includes various forms of media and is conducted on a schedule convenient to the community	Superintendent	September 2018 and review annually	Stakeholder Input	School Board

TARGET AUDIENCES

- BUSINESS MEMBERS
- COMMUNITY MEMBERS
- PARENTS
- STAFF MEMBERS
- STUDENTS

STRATEGIES

1. KEEP COMMUNICATIONS SIMPLE

- a. USE CLEAR, CONCISE AND NON-EDUCATIONAL STYLE FOR ALL GENERAL PUBLICATIONS
- b. VARY THE TYPES AND LEVEL OF COMMUNICATION TO TARGET DIVERSE AUDIENCES

2. CREATE INFORMATION SHEETS

- a. CREATE INFORMATION SHEETS ON IMPORTANT TOPICS AND UPDATE THEM REGULARLY
- b. HAVE SHEETS AVAILABLE ONLINE FOR QUICK REFERENCE
- c. USE A TEMPLATE FOR UNIFORMITY

3. COMMUNICATE EARLY AND OFTEN

- a. PREPARE INFORMATION SHEETS WHEN APPROPRIATE TO SEND OUT TO PRINCIPALS AND OTHER STAFF AS NEEDED
- b. FOLLOW UP WITH COMMUNICATIONS TO ALL STAFF IF NECESSARY
- c. MAKE TELEPHONE CALLS IF IN DOUBT

4. COMMUNICATE FACE TO FACE

- a. THE MORE DIFFICULT THE SITUATION, THE MORE IMPORTANT IT IS TO COMMUNICATE FACE-TO-FACE
- b. ENCOURAGE STAFF TO RELAY MESSAGES THROUGH PERSONAL INTERACTION WHEN APPROPRIATE
- c. WHEN POSSIBLE USE NATURAL VOICE TO RECORD MESSAGES ON SCHOOL MESSENGER

5. KEEP COMMUNICATIONS BRIEF AND TO THE POINT

- a. IN ORDER TO KEEP A PERSON'S ATTENTION, BE BRIEF AND TO THE POINT
- b. USE BULLET POINTS WHEN APPROPRIATE
- c. HIGHLIGHT MESSAGE IN THE TITLE
- d. PROOFREAD ALL DOCUMENTS FOR ERRORS

6. EMPHASIZE CUSTOMER SERVICE

- a. CUSTOMER MUST LEAVE WITH AN ANSWER TO THEIR CONCERN OR QUESTION
- b. NEVER BE DISMISSIVE
- c. ACTIVELY LISTEN TO UNDERSTAND THE MESSAGE BEYOND THE WORDS

7. TRAIN STAFF

- a. TRAIN STAFF TO UNDERSTAND WHAT THEY SAY TO FRIENDS, NEIGHBORS AND PEOPLE IN THE COMMUNITY HAS AN IMPACT ON HOW WRANGELL PUBLIC SCHOOLS ARE RECEIVED
- b. USE MEMOS TO RELAY IMPORTANT INFORMATION. THESE SHOULD BE GIVEN TO ALL SCHOOLS INCLUDING PRINCIPALS, TEACHERS AND CLASSIFIED STAFF AS APPROPRIATE
- c. ENGAGE FRONTLINE STAFF IN THE CONVERSATION AND MAKE SURE THEY HAVE ACCESS TO INFORMATION IMMEDIATELY. THEY ARE THE BEST LINK TO THE PARENTS AND COMMUNITY

8. DEVELOP RELATIONSHIPS WITH OUR COMMUNITY

- a. DEVELOP RELATIONSHIPS WITH MERCHANTS BY KEEPING THEM INFORMED
- b. ASK FOR INPUT ON AREAS OF CONCERN THROUGH SURVEYS
- c. MAINTAIN A HIGH LEVEL OF VISIBILITY FOR THE DISTRICT THROUGH PARTICIPATION OF KEY STAFF IN VARIOUS PROFESSIONAL AND COMMUNITY ACTIVITIES

9. STUDY THE MEDIA

- a. PAY ATTENTION TO THE TYPES OF STORIES AIRED OR PUBLISHED
- b. NOTE WHO IS GENERALLY USED AS A SOURCE OF INFORMATION
- c. DEVELOP RELATIONSHIPS WITH EDITORS AND REPORTERS

10. PREPARE OUR MESSAGES

- a. STUDY ISSUES FACING EDUCATION AND BE PREPARED TO RESPOND WITH INFORMATION SHEETS
- b. DEVELOP RESPONSES THAT REPRESENT OUR SCHOOL OR DISTRICT MESSAGE
- c. DON'T USE EDUCATION LINGO WHEN PREPARING MESSAGES

Methods

1. EMAIL COMMUNICATION – WRANGELL PUBLIC SCHOOL'S COMMUNICATION SURVEY SHOWS THAT EMAIL IS THE PREFERRED COMMUNICATION BY PARENTS AND STAFF

- a. SCHOOL BULLETINS
- b. IMPORTANT ANNOUNCEMENTS
- c. PRESS RELEASES
- d. MEMOS FROM THE SUPERINTENDENT (AS NEEDED)

2. PRINTED MATERIALS

- a. NEWSLETTERS
- b. IMPORTANT ANNOUNCEMENTS

3. PUBLICATIONS POSTED ONLINE – WRANGELL PUBLIC SCHOOLS CAN SAVE MONEY AND TIME BY CONTINUING TO PROVIDE THE MAJORITY OF OUR PRINTED MATERIALS ON OUR DISTRICT'S WEBSITE AND MOVE AWAY FROM PAPER COMMUNICATIONS. OUR ON-LINE ARCHIVES INCLUDE:

- a. SCHOOL BOARD AGENDA/MINUTES
- b. MASTER EVENTS CALENDAR
- c. SCHOOL BULLETIN

Outgoing Correspondence and Publications

Location	Types of Publications	Sent Out	Person Responsible
District Office	Newspaper Website District Newsletter School Messenger Email Facebook	As appropriate Updated as needed Quarterly As needed As needed As needed	Superintendent IT Coordinator Superintendent Tech Director Superintendent Administrative Asst.
School Sites	School Bulletin School Newsletter Website School Messenger Email Facebook Mailings	Weekly Monthly Updated as needed As needed As needed As needed As needed	School Secretary Principal School Secretary Tech Director Principal School Secretary School Secretary

Conclusion

The communications plan is an outline for communications efforts in 2018-2023. If the district's needs change significantly during this time period, this plan will be edited. This plan will be updated annually to reflect progress and new goals.

Appendix A
Communication Mandated by Policy/Statute

Policy/Statute Number	Item	Date
BP-0410	<u>Nondiscrimination</u> : The superintendent shall notify students and parents of the district's policy on nondiscrimination and related complaint procedures.	Annually
BP-0510	<u>School District Report Card</u> : The district shall prepare and disseminate a report card.	Annually
AR-3514.1	<u>Hazardous Substances and Pesticides</u> : The Principal shall provide written notice to parents/guardians that pesticides may be used in or around the school. The notice shall explain how a parent may register to receive notification at least 24-hours prior to pesticide treatment.	Annually at the beginning of the school year
BP-4030	<u>Nondiscrimination in Employment</u> : The Superintendent or designee shall publicize this policy throughout the district and the community.	Annually
BP-4119.12	<u>Prohibition of Harassment</u> : This policy shall be posted on the District's website and in a central place in each school building and the Central Office.	Permanent Posting
BP-5040	<u>Student Nutrition and Physical Activity</u> : The district/school will provide information about physical education and other school-based physical activity opportunities before, during and after the school day; and support parents' efforts to provide their children with opportunities to be physically active outside of school. Such support will include sharing information through a website, newsletter,	Ongoing

	or other take-home materials, special events or physical education homework.	
BP-5040	<u>Student Nutrition and Physical Activity:</u> The school board will receive a summary report on district-wide compliance with the established nutrition and physical activity goals, based on input from the schools within the district. The report will also be distributed to advisory councils, parent/teacher organizations, school principals, and will be made available to the public.	Periodically
AR-5125 EXHIBIT-5125	<u>Student Records Notification of Rights:</u> The notice will be provided to parents of students currently in attendance to inform them of their FERPA rights, as required by federal regulation.	Annually
BP-5125.1	<u>Directory Information:</u> The District, before making directory information available, shall give public notice of the information, which it has designated as directory information. This notice shall also identify all disclosures required by state and federal law, unless parents opt out of such disclosure.	Annually at the beginning of the school year
AR-5131.62	<u>Tobacco:</u> The administration will notify students, families, education personnel and school visitors of part or all of the tobacco-free policy in any of the following: handbooks, newsletters, announcements, programs, on posted notices or signs at building entrances and other prominent locations and by other efficient means. To the extent possible, schools and districts may use local media to publicize the policies and help influence community norms about tobacco use.	Ongoing

BP-5141.3	<u>Health Examinations:</u> The district will notify parents of physical exams of screenings of students, except for routine vision, hearing or scoliosis screenings.	Annually
BP-5142.3	<u>Restraint and Seclusion:</u> This policy shall be reviewed with school personnel.	Annually
BP-5145.5	<u>Prohibition of Harassment in Education:</u> This policy shall be posted in a central place and age-appropriate information regarding it shall be distributed to students on an annual basis.	Annually
BP-5145.15	<u>Student and Family Privacy Rights (Student Surveys):</u> At least two weeks prior to the administration of a questionnaire or survey, whether anonymous or not, that requires parental consent, the school shall provide each student's parent or legal guardian with written notice explaining: <ol style="list-style-type: none"> 1. How and where the parent may preview the survey; 2. How the survey will be administered; 3. How the survey results will be used; 4. Who will have access to the questionnaire, survey or results; and 5. For those surveys which are not anonymous, explain that written parental consent is required before participation in the particular survey and include a permission form to be returned by the parents, with instructions that the form must be returned at least two weeks before the survey. 	Two weeks prior to administration of a questionnaire or survey
BP-5145.15	<u>Student and Family Privacy Rights (Notification of Rights):</u> The Superintendent or designee shall notify parents/guardians of: <ol style="list-style-type: none"> 1. This policy, as well as its availability upon request. 	Annually

	<p>2. How to opt their children out of participation in activities as provided in this policy. This notification shall be given to parents/guardians at least annually, at the beginning of the school year and within a reasonable period after any substantive changes in this policy.</p>	
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EXHIBIT-5415.15	<p><u>Student and Family Privacy Act (The Protection of Pupil Rights Amendment and Alaska Law)</u>: The district will notify parents and eligible students of the specific of approximate dates of the following activities:</p> <ul style="list-style-type: none"> • Collection, disclosure or use of personal information for marketing or sales purposes • Administration of any protected information survey • Any non-emergency, invasive physical examinations or screening 	Annually
BP-6013	<p><u>School Closure</u>: Emergency school closings and/or the non-operation of school busses due to severe conditions will be announce to the community as soon as possible.</p>	As soon as possible when there is an emergency school closure and/or the non-operation of school busses
BP-6114	<p><u>Crisis Response Plan</u>: Notice of completion of the annual review and update and the location of a school's crisis response plan shall be posted at each school in the district. Each school's crisis response plan shall be printed and available for inspection by the public.</p>	Annually
BP-6142.1	<p><u>Family Life/Sex Education</u>: Parent/guardians shall be notified in writing at least two weeks before students are offered any instruction, description, illustration, or discussion on human reproduction or sexual matters, including human reproductive organs and their functions, processes, or diseases. This notification shall inform parents/guardians that they may review the credentials of any presenter who is not a certificated teacher of the district, and that they may request, in writing that their child not attend the class.</p>	At least two weeks before students are offered instruction

BP-6145.22	<p><u>Concussion in Student Athletes:</u> The District will distribute a concussion fact sheet to students participating in District-sponsored sports, and to their parents/guardians.</p>	Annually
BP-6162.5	<p><u>Student Learning Assessment:</u> Parents shall be informed of the testing program of the schools and of any special tests that are to be administered to their children.</p> <p>The Superintendent or designee will report the latest assessment of student achievement to the public.</p>	Annually
BP-6174	<p><u>Bilingual – Bicultural Education/Limited English Proficiency:</u> The district shall notify parents of students qualifying for LEP programs regarding the instructional program and parental options, as required by law.</p>	Annually at the beginning of the school year
BP-6174.1	<p><u>Indian Education Program:</u> Parent(s)/guardian(s) of Indian students will be involved in and consulted about the development, implementation, operation and evaluation of the Indian Education program. There will be a formal meeting annually to review the program and district-related policies.</p> <p>Parents/guardians of Indian students will receive information regarding their role in improving the academic achievement of their children.</p>	Annually/Regularly

<p>BP-6175</p>	<p><u>Migrant Children Program</u>: Parents/guardians of migrant students will be involved in and regularly consulted about the development, implementation, operation and evaluation of the migrant program.</p> <p>Parents/guardians of migrant students will receive instruction regarding their role in improving the academic achievement of their children.</p>	<p>Regularly</p>
<p>BP-7324</p>	<p><u>Minutes</u>: All approved minutes and associated portions of the official record shall be available to the public upon request at the Superintendent's office during regular business hours.</p>	<p>Ongoing</p>
<p>Asbestos Hazard Emergency Response Act (AHERA) which enacted, among other provisions, Title II of the Toxic Substances Control Act (TSCA) 15 U.S.C. sections 2641 through 2654</p>	<p><u>Asbestos Hazard Emergency Response Act (AHERA)</u>: Annual notice containing:</p> <ol style="list-style-type: none"> 1. The inspection of all public and private school buildings for Asbestos Containing Materials; 2. The identification of circumstances requiring response actions; 3. Description of appropriate response actions; 4. The implementation of response actions; 5. The establishment of re-inspection and periodic surveillance program for Asbestos Containing Materials; 6. The establishment of an operations and maintenance program for friable Asbestos containing materials; 7. The preparation and implementation of asbestos management plan by Local Education Agencies and the submission of the management plans to the State Governor, who may review the management plans and approve or disapprove them; and 8. The transportation and disposal of Asbestos Containing material waste from schools. 	<p>Annually</p>

