

## **FOCUS AREA 2: COMMUNICATIONS AND COMMUNITY RELATIONS**

### **COMMUNICATIONS**

Enhance awareness of the District through consistent high quality communications with all stakeholders.

#### **Strategic Objective #1:**

Increase positive feedback from constituents on district communications.

- **Strategies:**

- Form a committee composed of constituents to gather communications feedback from parents, community, faculty, staff, and students to determine consistency, frequency, timeliness, and relevance of content distributed by the district.
- Evaluate baseline data and make recommendations for improvement.
- Re-evaluate feedback for additional recommended change.
- Communicate progress annually to stakeholders.

#### **Success Indicator:**

A follow-up survey will be conducted biannually to measure progress towards a measurable increase in positive feedback in each subsequent survey.

#### **Responsible Individuals:**

\*Coordinator of School and Community Information  
Curriculum, Instruction, and Assessment Office  
Building Principals  
Office of the Superintendent  
Committee of Stakeholders

#### **Strategic Objective #2:**

Increase assistance to families in accessing the District's communications tools and methods by end of 3rd quarter 2020.

- **Strategies:**

- Develop a consistent and coordinated use of materials including print, email, and instructional videos.
- Maximize the assistance of student representatives to facilitate activities that support this objective.
- Produce and deliver presentations, electronic media, print and other materials as necessary, to showcase the educational programs and activities of the district.
- Develop alternative communications methods to support families without access to electronic communications.

- Work closely with office of Pupil Services to ensure that communications are reaching families for whom English is not their first language.
- Coordinate communications strategies, methods, and tools with the Home and School Coordinating Council.
- Organize and distribute an annual notice to families regarding the tools and methods for which the district communicates.

**Success Indicator:**

The programs designed to assist family will be documented with an annual update. This document will be shared with district administrators and the home and school visitor in order to further increase accessibility and inclusivity.

**Responsible Individuals:**

\*Coordinator of School and Community Information  
 Curriculum, Instruction, and Assessment Office  
 Building Principals  
 Professional Staff  
 Office of the Superintendent

**Strategic Objective #3:**

Increase consistency in use of building/district based communication tools by administrators and professional staff.

● **Strategies:**

- Develop an administrative procedure that outlines expectations for consistency in use of building-based communication tools, including frequency, method, and vehicle.
- Develop an administrative procedure that outlines expectations for consistency in teacher-websites K-12, including platform and content guidelines.
- Research and evaluate content management systems, including input from Communications Committee, to determine whether or not to remain with Blackboard or move website to another platform.
- Launch new template OR communicate new teacher websites platform to families by 3<sup>rd</sup> quarter 2019.

**Success Indicator:**

Present consistent teacher web-page model (and/or new template) by end of 3rd quarter 2019.

**Responsible Individuals:**

\*Coordinator of School and Community Information  
 Curriculum, Instruction, and Assessment Office

Building Principals  
Technology Department  
Office of the Superintendent

**Strategic Objective #4:**

Consolidate the various types of communication tools and practices used to communicate with the community and parents.

• **Strategies:**

- Identify the various types of communication tools and the rationale behind their use by classroom teachers and school/district offices.
- Determine the categorical types of communication necessary to keep parents and the community informed and include traditional methods, parent/teacher conferences, and alternative methods of communication.
- Determine the category that each of the communications tools used fits.
- Determine the need for adding, removing or limiting identified communication tools based on the categorization with consideration to the rationale provided.
- Develop a committee of teachers to review recommendations for feedback and implementation of desired direction.

**Success Indicator:**

A recommendation for using various tools will be provided to staff by end of 3rd quarter 2019.

**Responsible Individuals:**

\*Coordinator of School and Community Information  
Curriculum, Instruction, and Assessment Office  
Committee of Teachers  
Building Principals

**COMMUNITY RELATIONS**

Increase community outreach and foster relationships to promote the overall value of the District.

**Strategic Objective #5:**

Establish and implement a plan to increase community relations by end of 3rd quarter 2020.

• **Strategies:**

- Create and disseminate resources and materials designed to support area realtors that includes materials such as SPP information, PSSA Reports, District maps, sending areas, program planning guides, newsletters, district videos, and other information as needed by end of 2nd quarter 2019.

**Success indicator:**

Realtor resources will be produced and documented by end of 2<sup>nd</sup> quarter 2019.

**Responsible Individuals:**

\*Coordinator of School and Community Information  
Curriculum, Instruction, and Assessment Office  
Building Principals  
School Counselors  
Professional Staff  
Office of the Superintendent

**Strategic Objective #6:**

Position the Methacton School District as the school of choice by end of 2<sup>nd</sup> quarter 2019.

**• Strategies:**

- Determine PA school districts that are demographically comparable to Methacton and that face similar challenges with competition of private/parochial schools as well as new home ownership in geographic region.
- Request samples of marketing materials and campaign resources that are currently in use at local private/parochial schools in Methacton's sending areas as well as collaborate with local real-estate firms to help inform potential residents.
- Gather data on demographics of grades K-12 students who attend private/parochial schools and demographics associated with new residential flow.
- Identify and engage local marketing/PR firm that can partner with the district in preparing a strategies and campaign.
- Conduct brand identification/awareness research to create baseline perspective.
- Based on all available information and through the assistance of the marketing firm, determine opportunities from brand identification/awareness and devise strategies to address
- Present information to superintendent of schools in order to identify next steps.

**Success indicator:**

Data and resources to assist in decision making by the superintendent to be prepared and delivered by end of 2<sup>nd</sup> quarter 2019.

**Responsible Individuals:**

\*Coordinator of School and Community Information  
Office of the Superintendent