

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 access to messaging for all Methacton families and the community at large 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.
- 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.
- Collect continuum of communications resources across the district, organize information into a district guide and distribute the guide annually to district families.

Success Indicator:

The district's continuum of communications resources will be gathered into a guide to assist families and will be updated and distributed on an annual basis in order to increase accessibility and inclusivity by 3rd quarter 2020.

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 3rd 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

COMMUNITY RELATIONS

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

Strategic Objective #4:

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

• Strategies:

- Seek feedback from area realtors as to what information and or materials and resources can help support the promotion of Methacton Schools.
- 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 2nd 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 #5:

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

• Strategies:

- Determine public, non-public, and private schools/districts that are demographically comparable and geographically relevant to Methacton and gather profile and marketing materials, messaging and branding information to better understand the messaging in the market space. Conduct brand identification/awareness research to create baseline perspective.
- Collaborate with local real-estate firms to help inform potential residents of the Methacton brand.
- Identify strategies and campaign to address the determined measures to increase or develop brand communications strategy.
- Present recommendations to superintendent of schools in order to identify next steps by 3rd quarter 2019.
- Determine action plan forward to increase brand awareness and revise strategic goals to reflect path forward by 4th quarter 2019.

Success indicator:

Gather data and information to support recommendations to increase brand awareness for a decision by the Superintendent by 4th quarter 2019.

Responsible Individuals:

*Coordinator of School and Community Information
Administrative Team
Focus Area 5 Committee
Office of the Superintendent