

Harper Creek Community Schools

COMMUNICATION PLAN OUTLINE

DISTRICT VISION STATEMENT

EDUCATE - EMPOWER - EQUIP STUDENTS FOR LIFE

BOARD OF EDUCATION GOALS

STUDENT ACHIEVEMENT & EQUITY

Achievement scores and growth will be at or above state average in all content areas.

SUCCESS MODEL

CORE OUTCOMES AND BEHAVIORS

- Meets proficiency standards in each of the core curriculum content areas
- Meets proficiency standards in non-core classes
- Demonstrates personal management: attendance, behavior, class work & participation, study skills, contributions to school & community
- Works collaboratively with others to solve problems and produce work
- Demonstrates critical and creative thinking and action
- Demonstrates career and/or college readiness including soft-skills and technology skills
- Participates in extra-curricular and community based activities
- Will set goals and plan for successful participation in society upon graduation

SAFE AND NURTURING ENVIRONMENT

Harper Creek Community Schools will provide a safe and nurturing environment to ensure optimum learning.

STUDENT/PARENT/COMMUNITY PARTNERSHIP

The District will continue to be the “Cornerstone of the Community”. Our community will have the opportunity for participation and involvement in the education process. The District will provide a wide variety of options for parent and community involvement. The District will emphasize the importance of student involvement in curricular and extracurricular activities, participation of parents in their student’s learning and an open relationship with the community.

- Supporters of their student’s learning and development
- Encouragers of an achievement identity, a positive self-image, and a “can do” spirit in their student

- Monitors of their student’s time, behavior, boundaries and resources
- Models of lifelong learning and enthusiasm for education
- Advocates/Activists for improved learning opportunities for their student and at their schools
- Decision-makers/choosers of educational options for their student, the school, and community
- Collaborators with school staff and members of the community on issues of school improvement and reform

TALENT RECRUITMENT AND DEVELOPMENT

Harper Creek Community Schools is committed to employing excellent people through recruiting quality candidates and developing current and future staff through ongoing professional development.

FINANCIAL HEALTH

Harper Creek Community Schools is committed to ensuring the long-term success of the district through sound financial management.

INTRODUCTION

Harper Creek Community Schools will ensure effective two-way communication with both internal and external stakeholders. Much of the information sharing will be pushed out to internal and external stakeholders through digital media. Specific methods of gaining two-way communication will be used including; surveys, attendance at school & community events, teacher coffees, and community luncheons with face-to-face communication opportunities being stressed at all levels. A Key Communicators Network will be established to enhance the ability to share accurate information.

Internal stakeholders are those who are primarily in the organizations - students, staff, and board of education are examples. Each has unique needs for communication.

External stakeholders are those who are primarily outside the organization - parents, community members, and businesses are all examples. Keeping external stakeholders informed is a challenge and should include varied modes of communication, along with consistent messaging.

BUILDING COMMUNICATION EXPECTATIONS AND MODES

Beadle Lake Elementary

Standard Communication

Students

- Announcements

Parents

- Parent Communication Folder
- Beadle Lake Elementary Facebook Page
- School Messenger (general and teacher specific)
- Newsletter

Community

- Beadle Lake Elementary Facebook
- Shopper

Staff

- Email
- Google Docs
- Morning Announcements
- Voicemail

Emergency Communications

Students

- Announcements (Limited information depending on situation)

Parents

- Office Phone (Change to outgoing phone message)
- School Messenger

Community

- Beadle Lake Elementary Facebook

Staff

- Announcements
- Email
- Voicemail

Information

Students

- Announcements
- Newsletters

Parents

- Parent Communication Folder
- Beadle Lake Elementary Facebook Page
- School Messenger (general and teacher specific)
- Newsletter

Community

- Beadle Lake Elementary Facebook
- Shopper

Staff

- Email
- Google Docs
- Morning Announcements
- Voicemail

Sonoma Elementary

Standard Communications

Students

- Face-to-face

Parents

- BLOOMZ app
- Daily Folder
- Phone Calls
- Face-to-face

Community

- Sonoma Elementary Webpage
- Sonoma Elementary Facebook

- Phone Calls

Staff

- Email
- Face-to-face
- Phone Calls
- Staff Meetings

Emergency Communications

Students

- Public Address System
- Face-to-face

Parents

- School Messenger
- Media Notification

Community

- District Communications - Media

Staff

- Public Address Announcements
- Face-to-face
- School Messenger

Information

Students

- Face-to-face
- Assemblies
- Family Events

Parents

- Sonoma Elementary Web Page
- Sonoma Elementary Facebook Page
- Building Sign
- Notes/Flyers/Letters
- Shopper
- PTA Meetings
- Family Events
- BLOOMZ app
- School Messenger

Community

- Shopper
- Building Sign
- Flyers
- Family/Community Events

Staff

- Email
- Face-to-face

- Meetings
- School Messenger

Wattles Park Elementary

Standard Communication

Students

- Announcements

Parents

- Parent Communication Folder
- Newsletters
- Wattles Park Elementary Facebook Page
- School Messenger (email newsletters and communications)

Community

- Wattles Park Elementary Facebook Page
- Shopper

Staff

- Email
- Voicemail

Emergency Communications

Students

- Public Address Announcements (Limited information depending on situation)
- Classroom Teacher

Parents

- School Messenger

Community

- Wattles Park Elementary Facebook
- Media

Staff

- School Messenger

Information

Students

- Announcements
- Newsletters

Parents

- Parent Communication Folder
- Wattles Park Elementary Web Page

Community

- Wattles Park Elementary Web Page
- Shopper

Staff

- Email
- Staff Meetings

Harper Creek Middle School

Standard Communication

Students

- Daily Announcements (read over the public address at morning bell and posted on middle school website daily)
- Harper Creek Middle School Facebook Page

Parents

- Harper Creek Middle School Web Page
- Student Planner Notifications
- School Messenger (general and teacher specific)
- Harper Creek Middle School Facebook Page

Community

- Harper Creek Middle School Web Page
- Shopper
- Harper Creek Middle School Facebook Page

Staff

- Email

Emergency Communications

Students

- Public Address Announcements
- Classroom Teacher

Parents

- School Messenger
- News Media

Community

- News Media

Staff

During School Hours

- Public Address announcements to check email
- Staff Meetings

After School Hours

- School Messenger
- Text
- Phone Fan Out Calls - for information that necessitates personal communication

Information

Students

- Harper Creek Middle School Web Page
- Teacher Websites
- Planner Notes

- Harper Creek Middle School Facebook Page

Parents

- Announcements posted on Middle School Web Page
- Teacher Websites
- Quarterly Office Newsletters

Community

- Harper Creek Middle School Web Page

Staff

- Weekly Update sent via email on Sunday evenings
- School Improvement Planning Meetings
- Professional Learning Community Meetings

Harper Creek High School

Standard Communication

Student

- Direct, person to person
 - Classroom
 - Assembly
 - Remind/Google Classroom/Schoology
- Daily Announcements
 - Public Address System
 - Harper Creek High School Webpage
- Newsletter

Parents

- School Mailings
- Harper Creek High School Facebook Page
- Harper Creek High School Webpage

Community

- Newsletters
- Harper Creek High School Facebook Page
- Harper Creek High school Webpage

Staff

- Direct, person-to-person
 - Staff Meetings
 - Individual Meetings
 - Email
 - Text
- Indirect
 - Email
 - Text/Group Text
 - School Mailbox

Emergency Communications

Student

- School Messenger

- Harper Creek High School Facebook Page

Parents

- School Messenger
- Harper Creek High School Facebook Page

Community

- Harper Creek High School Facebook Page

Staff

- School Messenger
- Text/Group Text

Information

Student

- School Mailings and Handouts
- Postings (flyers, posters)

Parents

- Harper Creek High School Facebook Page
- Harper Creek High School Webpage
- School Messenger
- School Mailings
- Newsletters

Community

- Newsletters
- Harper Creek High School Page
- Harper Creek Webpage

Staff

- Direct, person-to-person
 - Staff Meetings
 - Individual Meetings
 - Email
 - Text
- Indirect
 - Email
 - Text/Group Text
 - School Mailbox
 - School Mailings
 - Harper Creek High School FaceBook Page
 - Harper Creek High School Webpage

Target Audience: Harper Creek Community School Parents

Communication will be accurate, informative, and updated regularly. Ongoing, two-way, and emergency communication are all key components in keeping parents informed.

Communication Tool	Timing	Placement	Content	Responsibility
Facebook	Daily/Weekly	Internet	Information News Updates	Assistant Finance Building Secretaries
School Messenger	As needed	Phone/Email	School Closings Emergencies Reminders	Superintendent Building Principals
You Tube	Weekly/As Needed	Internet	HCTV Information Announcements	Building Principals Media Teacher
School Newsletter	Bi-Monthly	Shopper Website Building Offices	Information News	Assistant Finance
Daily Announcements	Daily	PA Website Marquee	Information Events Activities	Building Principals Building Secretaries
Website	Daily	Internet	Information Links Forms Daily Announcements Schedules	Assistant Finance/Tech Director Building Secretaries
PowerSchool	As needed	Website App	Student Information	Teachers
Texts/Email	As Needed	App Cell phone	Classroom/Student Information	Teachers

Target Audience: Harper Creek Community Schools Students

Students will be kept informed on a daily basis to ensure they are aware of school activities, expectations, and progress.

Communication Tool	Timing	Placement	Content	Responsibility
Facebook	Daily/Weekly	Internet	Information News Updates	Assistant Finance Building Secretaries
Website	Daily	Internet	Information Links Forms Daily Announcements Schedules	Assistant Finance/Tech Director Building Secretaries
School Messenger	As needed	Phone/Email	School Closings Emergencies Reminders	Superintendent Building Principals
School Newsletter	Bi-Monthly	Shopper Website Building Offices	Information News	Assistant Finance
Letters/Flyers	As needed	Mail Students	Program Information	Principals Teachers
PowerSchool	As needed	Website App	Student Information	Teachers
Texts/Email	As Needed	App Cell phone	Classroom/Student Information	Teachers

Target Audience: Harper Creek Community Schools Community

The community of Harper Creek will be kept informed about the operation of the district, news, schedules, achievement, finances, and board meeting postings, agendas, minutes. Opportunities for two-way communication will be available.

Communication Tool	Timing	Placement	Content	Responsibility
Facebook	Daily/Weekly	Internet	Information News Updates	Assistant Finance Building Secretaries
Website	Daily	Internet	Information Links Forms Daily Announcements Schedules	Assistant Finance Tech Director Building Secretaries
School Newsletter	Bi-Monthly	Shopper News Website Building Offices	Information News	Assistant Finance
School Board Meetings	Monthly	Posted Website Facebook	Agenda Minutes	Recording Board Secretary
Media Coverage Press Releases	As needed	Local newspapers	Information	Administration Office
Community Luncheons	2 Per Year Spring and Fall	In person	Information Two-way communication	Superintendent

Target Audience: Harper Creek Community Schools Staff

Staff members will be kept informed of operation of the district, information relevant to their position or building, and will be asked opinions/thoughts.

Communication Tool	Timing	Placement	Content	Responsibility
Facebook	Daily/Weekly	Internet	Information News Updates	Assistant Finance Building Secretaries
Website	Daily	Internet	Information Links Forms Daily Announcements Schedules	Assistant Finance Tech Director Building Secretaries
School Messenger	As needed	Phone/Email	School Closings Emergencies Reminders	Superintendent Building Principals
Weekly Report	Weekly	Email	Information Announcements Updates	Superintendent Secretary
Email	As needed	Email	Job Information Announcements Updates	All Staff
Staff Meetings	Monthly	In person	Job Information	Building Principals