

## SUMMARY: Franklin Public Schools Communication Improvement Plan May 2018 - June 2020

**Guiding Vision:** Franklin Public Schools will take a proactive, systems-view of communication, using the best methods and sequencing of communication for the situation, with the goal of building mutual understanding between all stakeholders, which in turn, builds trust, goodwill, and relationships, and demonstrates stewardship.

Internal Communication	External Communication: Parents	External Communication
<p><b>Goal 1:</b> Align internal communication activities with the implementation of District’s continuous improvement efforts so that staff understand district improvement efforts; know their job; know how their job contributes to organization’s improvement; and feel recognized for their contributions.</p> <p><b>Goal 1, Strategy 1:</b> Reduce the staff feeling of “information overload”: Convey district-level information in ways that are consistent and engaging.</p> <p><b>Tactics include:</b></p> <ul style="list-style-type: none"> <li>○ Analyze and improve <i>Franklin Find</i></li> <li>○ Build a staff “intranet” site</li> <li>○ Implement a consistent broadcast media tools, such as screencast, and online meeting tools, etc. and store.</li> </ul> <p><b>Goal 1, Strategy 2:</b> Increase opportunities for and quality of two-way communication with all staff.</p> <p><b>Tactics include:</b></p> <ul style="list-style-type: none"> <li>○ Continue on-site “office hours”.</li> <li>○ Continue and use results of staff engagement survey for improvement.</li> <li>○ Train for leadership communication.</li> <li>○ At every level, create and adopt norms that define respectful one-way and two-way staff-staff and staff-parent communication.</li> <li>○ Create/implement a meaningful staff recognition program.</li> <li>○ Add staff input to discussions.</li> <li>○ Continue staff communication survey.</li> <li>○ Conduct monthly, cross-representative staff retention interview to gather feedback on improvement areas.</li> </ul>	<p><b>Goal 2:</b> Implement standards at all levels for <u>parent/guardian</u> communication about student progress and changes affecting the district’s educational program.</p> <p><b>Goal 2, Strategy 1</b> Implement consistent <u>communication channels</u> and protocols for parent/guardian communication.</p> <p><b>Tactics include:</b></p> <ul style="list-style-type: none"> <li>○ Investigate a consistent parent communication app.</li> <li>○ Determine/deploy a consistent number of teacher-classroom communications.</li> <li>○ Investigate a second annual opportunity for face-to-face parent communication.</li> <li>○ Continue Building Bulletins.</li> <li>○ Implement a parent info campaign about the tools used for teacher-to-parent; school-to-parent; and district-to-parent communication.</li> <li>○ Determine social media strategy.</li> <li>○ Continue an ongoing review of crisis communication protocols.</li> <li>○ Implement an external, <u>district K12</u> e-newsletter to parents, include Bd of Ed information.</li> </ul> <p><b>GOAL 2, Strategy 2:</b> Increase two-way communication with parents/guardians.</p> <p><b>Tactics include:</b></p> <ul style="list-style-type: none"> <li>○ Utilize the IAP2 framework.</li> <li>○ Publicize requests for parent involvement.</li> <li>○ Implement an annual parent communication survey.</li> <li>○ Establish and train for district-wide customer service standards.</li> </ul>	<p><b>Goal 3:</b> Targeted, external communication activities will fill the community with information about the Franklin Public Schools, using multiple methods.</p> <p><b>GOAL 3, Strategy 1:</b> Clarify the District’s identity.</p> <p><b>Tactics include:</b></p> <ul style="list-style-type: none"> <li>○ Identify the District’s key differentiators.</li> <li>○ Establish the District’s key messages.</li> <li>○ Consistently use the branding assets.</li> <li>○ Create print and video materials that “tell” the District story, especially aligned to the continuous improvement.</li> <li>○ Focus website content prospective employees and prospective parents.</li> <li>○ Repurpose the new District e-newsletter for community audiences.</li> <li>○ Align the insert into the City’s newsletter with a content strategy.</li> </ul> <p><b>GOAL 3, Strategy 2:</b> Establish stronger relationships with external stakeholders, initially including volunteers, business partners, civic organizations, city, and local agencies, etc.</p> <p><b>Tactics include:</b></p> <ul style="list-style-type: none"> <li>○ Identify an external mailing list.</li> <li>○ Feature community partners on social media.</li> <li>○ Annually acknowledge involvement of volunteers, business partners, etc.</li> <li>○ Highlight the Foundation’s work, when appropriate.</li> <li>○ Host Superintendent chats.</li> <li>○ Become involved community civic organizations.</li> </ul>