Communications

Communications Goal #1
### Equity Goal 1:
Study and develop programs and schools for increased options to meet student needs; including ensuring safe and reliable transportation that efficiently increases access and choice to schools and programs.

### Equity Goal 2:
Empower staff and school board through relevant learning experiences uniting these stakeholders around the MCCSC vision and shared work.

### Equity Goal 3:
Accelerate learning for students, including priority populations, with accessible and aligned high quality curriculum and instruction.

### Equity Goal 4:
Meet the mental and physical needs of students in an equitable manner by continuing to study and establish effective measures related to health and safety.

### Communication Goal 1:
Develop and implement a robust Communication Plan to increase efficiency and effectiveness.

### Diversity Goal 1:
Recruit, hire, and retain a diverse staff that reflects our student population.

### Diversity Goal 2:
Decrease disciplinary disparities between student populations.

### Funding Goal 1:
Increase funding from local sources through community approved initiatives.

### Funding Goal 2:
Expand funding based on needs and evaluate expenditures for sustainable enhancements.
Communication Goal 1:
Develop and implement a robust Communication Plan to increase efficiency and effectiveness.

Outcomes:
- Improve the timeliness and relevancy of information that is communicated!
- Increase regular communication on the progress and participation of strategic objectives of the MCCSC!
MCCSC Brand
Vision, Mission, Goals

Community Engagement for Strategic Plan
Diversity, Equity, Communications, & Funding

Timely, Relevant Communication
Important Information Quickly to Community

Access & Understanding
Current Work, Outcomes, Calendars, Media Requests

Personalization
Individual Level Access & Information for Understanding
MCCSC Brand: Communicating Who We Are

➢ Increase sense of community & overall understanding of MCCSC mission & vision.

Website
• Launched new platform
• Standardized style, design, and navigation
• Deployed Weglot in 5 languages

Consistent Presence
• School-level style guides accessible to all employees
• Informational materials
  o Back-To-School Guide, Early Learning Guide, etc.
• Promotional materials

Last 6 months
3,932 on-demand page translations

Top translated pages:
Homepage, Enrollment, & Employment
Comming June 2024: Referendum Web Portal

2022 Referendum & 2023 Referendum
- Semiannual updates
- Annual Report

<table>
<thead>
<tr>
<th>June</th>
<th>September</th>
<th>December</th>
<th>January</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023 Referendum Update</td>
<td>2022 Referendum Update</td>
<td>2023 Referendum Update</td>
<td>Annual Report</td>
<td>2022 Referendum Update</td>
</tr>
</tbody>
</table>
Community Engagement for the Strategic Plan: Communicating Who We Want to Be

➢ Provide updates and gather feedback on the progress of the Strategic Plan.

Strategic Plan Portal
- Presentations
- Recordings
- FAQs
- Data Reports (new 23-24)

Community Feedback
- 59% MCCSC Parent
- 53% Monroe County Resident
- 31% MCCSC Student
- 25% MCCSC Staff

Website Activity
- 8,838 Views (since July 1, 2023)

![Bar Chart]

* Does not include April (E1) and May (D2) presentation.
Timely, Relevant Communication: Communicating Where We Are

Ensure effective and efficient dissemination of important information.

- Established points of contact and defined roles
- Identified primary methods & platforms
- Predictable, dependable, and redundant delivery
- Targeted, role-based messaging
- Automated alerts for routine information
Access & Understanding: Communicating What We Do

Empowering & supporting departments & buildings in communicating their work.

- Identified communication tool for communication type and audience
- Communication guides
- Social media guides
- Common communication templates
- Newsletter templates
- Media request form
- On-demand, self-paced trainings
- Sessions on Professional Learning Days

**ParentSquare**

- 40,018 Auto Notices
- 152,704 Direct Messages | 19,368 Threads
- 24 Forms / Permission Slips
- 0 Payment Items | 0 Posts
- 13 Polls
- 225 Posts Shared on Social
- 93 Smart Alerts
- 448 Calendar Events | 37 RSVP Requested
- 1,921 Files Shared | 1,275 Posts
- 10,283 Items Requested | 160 Posts
- 26,499 Photos / Videos Shared | 3,115 Albums
- 12,475 Posts
- 0 Secure Documents
- 6,750 Volunteers Requested | 523 Posts

* all values are totaled starting from August 01, 2023
Personalization: Communicating What We Do

- Establishing a communication flow to enable differentiated communication.

![Diagram showing communicating what we do]

**Communication Tools that are family-focused**
- User controls notification settings & methods
- Same tool across schools
- Same tool across employees

**30 Languages**
- English, Serbian, Somali, Ukrainian, Italian, Japanese, Myanmar, Arabic, Urdu, Swahili, Gujarati, German, Indonesian, Korean, Hindi, Spanish, Vietnamese, Turkish, Hausa, French, Filipino, Thai, Nepali, Uzbek, Persian, Russian, Portuguese, Shona, Mongolian, Hebrew
Staff Feedback

Themes

- Clear communication is provided on what to communicate, how to communicate, and when to communicate.
- Need opportunities to gather feedback on how we are doing.
- Uniformed communication rather than email in combination with other forms; there is clear understanding of different tools and function.

“PSQ-user friendly and allows for sending of quick messages. Great tool. So many ways to communicate.”

“As we become more and more digital, how can we support families who continue to rely on paper forms/communication in transitioning with us?”
Next Steps

Now that we have the tools

- How do we enhance practice and support usage?
- How do we ensure accessibility and navigability?
- How do we identify the right pace and balance in communication?

Communication Plan

- Finalized Spring 2024 & will be available publicly on our website.
Thank you!

Next Topic: Student Learning
Equity Goal #3
Student Learning Timeline

Week of 2/26

MCCSC Community At Large
Submission of Questions & Concerns

Week of 3/4

Principals
Identify potential themes related to goals

Week of 3/18

MCCSC Board of School Trustees
Submission of Questions & Concerns

Tuesday, 3/25

MCCSC Administrative Cabinet
Preparatory Presentation – Review Input, Research & Prepare Update

MCCSC Teachers & Staff
Email Query & School Meetings

Public Presentation
Board Meeting