Communication

Communications Goal #1
February Spotlight

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

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Definition and Context

MCCSC App

MCCSC

Website

School

Public Presentation

Skyward

Extracurriculars

Canvas

Social Media

Athletics

Counselor

Email

Principal

Mailings

Teacher

Newsletter

Transportation
Internal Audiences

• Teachers
• Counselors, Social Workers and other Certified Employees
• Professional Support Staff
  • Custodian, Bus Driver, Administrative Assistant, etc.
• Building-Level Administrators
• District-Level Administrators
• Guest Teachers
• Volunteers
• Board of School Trustees

Communication Methods

- Email
- Shared files
- MCCSC App
- Mailings
- Presentation
- Canvas
- Skyward
- Website
External Audiences

- Students
- Families
- Community members
- Parent-teacher organizations
- Neighborhood groups
- New & prospective residents
- Community organization leaders
- Business at-large & Chamber of Commerce
- Residents without children
- Neighboring school districts
- Legislators
- Post-secondary institutions
- Department of Education

Communication Methods

- Email
- Mailings
- MCCSC App
- Newsletter
- Presentation
- Canvas/Skyward
- Community Bulletin
- Website
- Social media
- Phone
Outcomes

- Maximize student instructional time! (E1)
- Increase student academic results! (E1)
- Cultivate professional learning! (E2)
- Secure structures for relevant, meaningful professional development! (E2)
- Increase available funding through a local referendum! (F1)
- Utilize referendum funding to advance the strategic plan! (F1)
- Promote student physical health, mental health, and overall wellness! (E4)
- Strengthen programming and procedures to enhance school safety! (E4)
- Identify and reduce disciplinary disparity! (D2)
- Reduce exclusionary practices! (D2)
- Improve the timeliness and relevancy of information that is communicated! (C1)
- Increase regular communication on the progress and participation of strategic objectives of the MCCSC! (C1)

An effective and efficient communication plan will inform others as to the key activities of our school corporation, defining our mission and vision and developing our relationship with stakeholders.
Communication Plan

2022

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

2024
MCCSC Brand: Communicating Who We Are

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

Community Outreach

- Events
  - Monroe County Fair
  - Children’s Expo
  - July 4th Parade
  - Career Fair
- Student & Staff Celebration
- Upcoming Events
- Weekly Newsletter
  - 16.2K Reach
  - 12 Departments
  - MCPL, IU, MCHD

“Like flowers after a spring rain.”

- 2,500 Yard signs
- 1,900 T-shirts
MCCSC Brand: Communicating Who We Are

Social Media Campaigns

- #ilovemccsc
- #lovetolearn
- #MCCSCmakeanimpact
- #12daysofkindness
- And more

August 2022 to Present

- 154.7% Frequency & consistency
- 59.7% Facebook Reach
- 64.6% Instagram Reach
Community Engagement for the Strategic Plan: Communicating Who We Want to Be

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

Monthly SP Timeline

<table>
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<th>Week 2</th>
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<td>Submission of Questions &amp; Concerns</td>
<td>Principals</td>
<td>Identify potential themes related to goals</td>
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<tr>
<td>MCCSC Board of School Trustees</td>
<td>Submission of Questions &amp; Concerns</td>
<td>MCCSC Administrative Cabinet</td>
<td>Preparatory Presentation – Review Input, Research &amp; Prepares Update</td>
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<tr>
<td>MCCSC Teachers &amp; Staff</td>
<td>Email Query &amp; School Meetings</td>
<td>Public Presentation</td>
<td>Board Meeting</td>
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Community Feedback

● 62% MCCSC Parent
● 45% Monroe County Resident
● 43% MCCSC Supporter
● 21% MCCSC Staff

- 6 public presentations, to date
- Strategic Plan Website
  - Updated monthly
  - Recorded presentations
  - FAQ
- Feedback request via social media, email, newsletter
Timely, Relevant Communication: Communicating Where We Are

- Ensure effective and efficient dissemination of important information to stakeholders.

Internal Communication Protocols
- Points of contact
- Identified roles
- Templates

External Communication Protocols
- Efficiency & effectiveness can be increased by:
  - Establishing primary methods
  - Simple & flexible tool for subgroup messaging
  - Simple & flexible tool for automated messaging
    - Attendance calls
    - Account balances
    - Weather delays, etc.

Wednesday, January 25th

eLearning instruction for all MCCSC students due to forecasted inclement weather.

Continued development & refinement
Developing knowledge and proficiency in effectively using communication tools.

- Survey stakeholders
- Streamline management of media requests
- Audit current website & launch new website
- Develop guides for staff & families
- Create social media guide & established guidelines
- Templates for common communication
- Training plan of communication tools
Personalization: Communicating What We Do

➢ Establishing a communication flow to enable differentiated communication.

Information

District

Department

School

Classroom

Individual

Feedback

Blackboard

Canvas

Skyward

Jotform
When will a district wide survey be created to collect ALL teacher feedback (anonymously) to better understand the things that are going well in our schools as well as the things that need improving?"

- Ashley P., MCCSC Parent

- Request for staff feedback for all 6 Strategic Plan presentations
- November 8 Professional learning day
  - Request for proposals aligned to Strategic Plan
  - At the culmination of day, all staff surveyed on for feedback on content and design of future professional learning
- School-wide culture surveys
- District-wide safety survey for certified & non-certified

“Will there be a group of communications recipients (parents) tasked with giving detailed feedback about the website and other communications? I would encourage this type of focus group/working group to give constructive criticism. Thank you for taking questions and feedback. ”

- Michelle C., MCCSC Parent
Staff Feedback

Themes

- Use of templates to increase consistency & expectations of communication across schools
- Communication tools training
- Know who to contact – building to administration
- Clear communication that is streamlined and accessible for all stakeholders, students, staff, families, community.

“More platforms are not necessarily better. What are consistent go-tos?”

“Can we do better at individualizing the way families want to be contacted? Can we have a more supportive reg. process?”

“Transparency is a goal but it is not easily achieved.”
Resources

Follow us:

Facebook @MonroeCountySchools
Instagram @mccsc_edu
Twitter @MCCSC_EDU

Visit our website: https://www.mccsc.edu

- Strategic Plan (including feedback form): https://www.mccsc.edu/strategicplan
- Media Requests: https://www.mccsc.edu/communications

Download the MCCSC App
Thank you!
In March, we will present on:

Student Learning

Equity Goal #3

We welcome questions in advance. Please submit by 3/6.
Submit on our website
https://www.mccsc.edu/domain/1784
Student Learning Timeline

**MCCSC Community At Large**
Submission of Questions & Concerns

**Principals**
Identify potential themes related to goals

**MCCSC Board of School Trustees**
Submission of Questions & Concerns

**MCCSC Teachers & Staff**
Email Query & School Meetings

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

**Public Presentation**
Board Meeting

- **Week of 2/27**
- **Week of 3/6**
- **Week of 3/20**
- **Tuesday, 3/28**