MCCSC COMMUNICATION PLAN
2023-2025
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The Monroe County Community School Corporation’s communication plan aligns with MCCSC’s Strategic Plan in order to inform, explain and celebrate the district. Our vision is to effectively communicate clearly and efficiently with all stakeholders, utilizing all communication tools at its disposal. This plan serves as an effective way of communicating that MCCSC, as a public-supported institution, is dedicated to serving the educational needs of the community to the highest degree possible.

By identifying key target audiences and determining the best communication strategies, MCCSC will maximize the transparency of its overall message. Through specific and diverse platforms, MCCSC will focus on an accessible communication system that keeps all community members informed and up-to-date on students, individual schools and the corporation as a whole.

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.

ACCESSIBILITY STATEMENT

MCCSC is committed to providing communication platforms that are accessible to all users. We recognize the importance and are continually working to increase the accessibility and usability of our communication material, including but not limited to our website, newsletters, and school-family communication.

Our website should be in compliance with Section 504, Section 508 and Title II of the Rehabilitation Act. Section 504 requires equal access and communication of electronic information and data so that it is accessible to everyone. The district is utilizing the Web Content Accessibility Guidelines 2.0 - 2.1 A, AA to meet the requirements of Section 504. Conformance with these guidelines will help make the web more user friendly for all people.

Our website has language translation in five languages (Arabic, Chinese, Japanese, Korean and Spanish) and our mass communication platform delivers messages in the language selected by the user with over 100 languages provided.

DEFINITION

MCCSC believes that “language has the power to reinforce and perpetuate inequitable practices” (Broughton, et.al) and follows critical language guidance provided by the Midwest & Plains Equity Assistance Center. Please see their Critical Language & Style Guide to learn more.

This Communication Plan will use the following terms for members of our school community:

- **Families** refers to the parents and guardians of MCCSC students.
- **Staff** refers to employees whose job does not require an educational license, e.g. support staff.
- **Faculty** refers to employees whose job does require an educational license, e.g. teachers.
Communication Web

MONROE COUNTY COMMUNITY SCHOOL CORPORATION
Target Audiences

Internal

- Teachers
- Counselors
- Social Workers
- Other Certified Employees
- Professional Support Staff
- Custodians
- Bus Drivers
- Administrative Assistant
- Building-Level Administrators
- District-Level Administrators
- Guest Teachers
- Volunteers
- Board of School Trustees

External

- Students
- Families
- Community members
- Parent-teacher organizations (PTO)
- 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
- App
- Presentation
- Canvas/Skyward
- Website
- Newsletter
- Phone
- Social media
- Community Bulletin
# Platforms

**Website**
- Updated regularly with any and all important information
- All individual school websites are linked in the corporation website
- Postings on all websites should be clear and easy to navigate for students, families and stakeholders
- Standard format district-wide while also allowing space for school-level customization
- MCCSC will use analytics and community feedback to ensure the site meets key indicators and the goal of the communication plan
- Important alerts prominently posted on district and school homepages
- Weglot On-demand language translation in five languages (Arabic, Chinese, Korean, Japanese and Spanish)

**Peachjar**
- Dedicated webpage that streamlines school-to-home communication by distributing valuable school and community resources directly to families as digital flyers
- Information and organizations included must be inclusive, not for profit, and secular

**ParentSquare**
- A unified communications platform designed to keep families informed and encouraged greater engagement and connection with MCCSC
- All district and school, grade-level and classroom information is delivered via email, phone, text and/or the ParentSquare App
- Daily, weekly and/or monthly newsletters
- User-selected language settings in over 100 languages

**Community Newsletter**
- Biweekly distribution to families, teachers, staff and our community members
- Delivered to email and ParentSquare App
- Posted to the MCCSC homepage via a ParentSquare feed
- Includes corporation news, events, feature stories, corporation and community resources

**School Newsletters**
- Each school administrator distributes various types of newsletters/updates
- Provides a compilation of timely information to school community
- Provides a space to share information from PTOs school clubs, and activities where and when appropriate
- Information and organizations included must be inclusive, not for profit, and secular

**Skyward Student**
- Student information system (SIS)
- Access for both employees and families
- Used for state reporting, transcripts, report cards, attendance records and recording and securing vital information
- Hosts school enrollment and registration
- Source of data for provisioning of accounts and access

**Canvas**
- Learning Management System (LMS)
- Provides access to course information, expectations, lessons, assignments, feedback, and grades
- Access for students and families
- Autocreation of observer accounts for guardians
- Communication with teachers and classmates via direct messages and moderated discussion forums
Platforms

**Board Meetings**
- Board meetings will provide an in-depth review on key areas of interest for the district.
- Presentations will provide qualitative and quantitative information on the strategic plan, district-wide issues and present findings to the community at large.
- Board meetings are accessible to the public via in-person attendance as well as live stream.
- Recordings are available on our YouTube Channel.
- All agendas, minutes and materials related to the meeting are available on the MCCSC website.

**StopIt**
- Mobile app and web platform.
- 24/7 Anonymous reporting of school safety issues.
- Request help if they or a peer are facing a personal crisis or experiencing situations such as bullying, theft, mental health concerns, violence, sexual harassment, substance abuse or any other student safety concern.
- Available to students 24 hours a day, 7 days a week.
- App/weblink on all student devices grades 5-8.
- Web platform accessible on all MCCSC homepages.

**Versatrans My Stop**
- Versatrans My Stop™ provides mobile access to bus information.
- This app displays the location of the user’s assigned school bus, as well as the estimated time of arrival to their stop.
- Students can plan for late or on-time arrival and prevent missed pick-ups or being left outside in inclement weather.
1. Keep Communication Simple
   - Use clear, non-education diction for all general publications
   - Keep messages brief and to the point
   - Offer translated versions of communication pieces
   - Follow accessibility standards

2. Communicate Early and Often
   - Send out information memos to principals, administrative assistants, teachers and other staff as needed
   - Follow-up with communications to staff as needed
   - If needed, make telephone calls for immediate clarification and direct communication

3. Communicate Face-to-Face
   - The more difficult the situation, the more important it is to communicate face-to-face
   - Encourage staff to relay messages through personal interaction when appropriate

4. Emphasize Customer Service
   - Customer must leave with an answer to their concern or question
   - Never be dismissive
   - Actively listen to understand the message beyond the words

5. Train Staff
   - Train staff to understand that what they say to friends, neighbors and people in the community has an impact on how MCCSC schools are perceived
   - Encourage frontline staff in the conversation and make sure they have access to information immediately

6. Develop Relationships with our Community
   - Develop relationships with the community
   - Ask for input on areas of concern
   - Develop key communicators groups and deliver message as needed for effectiveness
   - Maintain a high level of visibility for the District through participation of key staff in various professional and community activities

7. Study the Media
   - Pay attention to the type of stories aired or published
   - Note who is generally used as a source of information
   - Develop relationships with editors and educational reporters

8. Prepare our Messages
   - Study issues facing education and be prepared to respond with information sheets
   - Develop responses that represent our school or district message
   - Avoid technical jargon by keeping it simple and using quotable “soundbites” when appropriate
   - Prepare stories in formats that match those used by local media
   - Don’t use educational lingo when preparing messages
MCCSC Brand
Vision, Mission, Goals
Increase sense of community & overall understanding of mission & vision.

Community Engagement for Strategic Plan
Diversity, Equity, Communications, & Funding
Provide updates and gather feedback on the progress of the Strategic Plan.

Timely, Relevant Communication
Important information Quickly to Community
Ensure effective and efficient dissemination of important information.

Access & Understanding
Current Work, Outcomes, Calendars, Media Requests
Empowering & supporting departments & schools in communicating work.

Personalization
Individual Level Access & Information for Understanding
Establishing a communication flow to enable differentiated communication.
MCCSC Brand: Communicating Who We Are

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

OUR BRAND
To the students, faculty and patrons of Monroe County, MCCSC is a world-class education system that prepares students for the future by creating innovative, engaging and positive learning opportunities using a vast array of resources including the latest forms of technology.

OUR MISSION
Empowering students to maximize their educational success to become productive, responsible global citizens.

OUR VISION
We envision a world-class learning community that educates tomorrow’s leaders.

The MCCSC brand message and attributes are represented in all mediums of communications through consistent use of color, typography, and photography. Proper usage is important to ensure a quality image of our school corporation.

The brand elements include:
• MCCSC Logo,
• MCCSC Name & Acronym,
• color scheme, fonts and images.

ACTIONS
• Annual updating and distribution of brand resources to staff.
• Attend community events aligned with the MCCSC mission and vision.
• Maintain website for consistency, navigability and accuracy.
• Create social media/story calendar to create consistent online presence & engagement and repost school social media.
• Engage internal and external audiences in communication audits.
• Promote schools, staff and events.

RESOURCES
• MCCSC Branding Guide and Color Standards
• MCCSC & School Logos
• Curriculum Guides
  • High School Guide
  • Elementary Guide
  • Career Pathway Guide
• Social Media Guide
In August 2021, The Monroe County Community School Corporation Board of School Trustees approved the district’s five-year Strategic Plan that consists of four priorities: Equity, Diversity, Funding, and Communication, which support MCCSC’s mission. There are nine targeted objectives associated with the district’s four priorities:

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<thead>
<tr>
<th>EQUITY</th>
<th>DIVERSITY</th>
<th>FUNDING</th>
<th>COMMUNICATIONS</th>
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Each month, at the regular meeting of the MCCSC Board of School Trustees, members of the MCCSC administration will deliver progress and updates to the Board of Trustees and MCCSC community on each of four priorities, encompassing nine goals, of the strategic plan.

**ACTIONS**
- Establish and maintain Strategic Plan monthly timelines and annual updates.
- Provide presentation templates and ensure brand standards for presentations.
- Solicit community feedback via email, social media, and website.
- Collect community feedback via online form.
- Livestream monthly presentations and upload recording to website.
- Maintain Strategic Plan web portal that includes:
  - Video of presentation
  - Presentation materials
  - Data reports
  - Community questions/concerns and administration responses

**RESOURCES**
- Strategic Plan Web Portal: [https://www.mccsc.edu/strategicplan](https://www.mccsc.edu/strategicplan)

**Monthly SP Timeline**

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<th>Previous Week 4</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
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**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**
Timely, Relevant Communication: Communicating Where We Are

➢ Ensure effective and efficient dissemination of important information to audiences.

Organizational effectiveness and efficiency requires standards of use and protocols that support our community in sharing important information.

Essential elements of timely, relevant communication:
- Established points of contact and defined roles
- Identified primary methods & platforms
- Predictable, dependable, and redundant delivery options
- Targeted, role-based messaging
- Automated alerts for routine information

ACTIONS
- Establish and review annually protocols for district-level and school-level alert communications.
- Develop district communication protocols and templates for various forms of communication.
- Identify method for communication types.
- Share alert communication on multiple locations, utilizing internal resources as well as community resources, as needed.
- Maintain role-based employee distribution groups, and limit allowed senders.
- Analyze data to increase reach and deliverability.
- Ensure differentiation between alert information and everyday information.
- Support district and school crisis plans.

RESOURCES
- ParentSquare Post, Smart Alert, Urgent Alert
- Weather alert information
- Distribution lists
- MCCSC Communications (ParentSquare Community Group)
- Crisis Plan (District and School)
- Common communication templates

Community members who would like to receive the district bi-weekly newsletter, weather-related communication and other information may sign up for the MCCSC Communications ParentSquare Community Group.
MCCSC’s focus on essential communication tools ensures clarity and consistency in messaging, enables the added advantage of leveraging support, resources, training and documentation, and improves employee confidence in delivering mass communications.

### ACTIONS
- Establish district and school communication system.
- Develop district communication protocols and templates for various forms of communication.
- Promote, attend and cover school and district events, projects, presentations and trainings.
- Provide regular information on district-wide topics.
- Distribute press releases and proactively reach out to the local media and community to share items of interest.
- Maintain district and school websites that are easy to access, easy to use and easy to update.
- Advertise and utilize all platforms accessible to district to distribute information in the form of notifications, newsletters and/or press releases.
- Create topic specific website pages.
- Create newsletters for teachers, administrators, families and community.
- Make student performance and district operations data accessible to families, students and community.

### RESOURCES
- “What to Use When Communicating Externally?” Guide Document
- Social media guide
- “Social Media Tips” Guide Document
- Common communication templates
- Newsletter templates
- Media Request Form
- Communications Guide Document
MCCSC communication tools will enable clear, agile communication across all segments of our community, and provide consistency across schools in how information is received. The tools in place will be family-focused with ease of use, and custom notification and delivery settings. We will follow accessibility guidelines for the creation of informational items and leverage language translation services and tools to enhance our ability to communicate well with all members of our community.

**ACTIONS**
- Serve as a resource for teachers and staff to assist with providing informational items.
- Develop network of professional support through communication tools.
- Provide training and support in increasing accessibility of informational items, including newsletters, flyers, website, etc.
- Create a system to encourage the flow of information to and from teachers/staff/parents/students/community and the district.
- Offer assistance in establishing various forms of communication tools, policies, and procedures.

**RESOURCES**
- Creating Accessible Content Guide
- Ensuring ADA Compliance for ParentSquare Posts
- ADA Standards for Accessible Design
- Adobe Color Accessibility Tool
- Web Content Accessibility Guidelines 2.0 - 2.1
- Weglot Resources Center
Resources

ADA Standards for Accessible Design
Adobe Color Accessibility Tool
Career Pathway Guide
Creating Accessible Content Guide
Critical Language Style Guide
Crisis Plan (District and School) (In Progress)
Distribution lists - (In Progress)
Elementary School Guide
Ensuring ADA Compliance for ParentSquare Posts
Events & Media Request Guide
Media request form
MCCSC Branding Guide
MCCSC Communications (ParentSquare Community Group)
MCCSC & School Logos
ParentSquare Post, Smart Alert, Urgent Alert
Referendum Web Portal – (Coming June 2024 )
Secondary School Guide
School Color Standards
Social Media Guide – (in draft status)
Social Media Tips Guide
Weather Alert Information
Web Content Accessibility Guidelines 2.0 - 2.1
Weglot Resources Center
What to Use When Communicating Externally? Guide
Follow us:

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

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