

Communications Plan
2022-23
Board of Trustees Adopted 9/19/22

The Salmon River Joint School District is committed to open, honest and ongoing communication with our stakeholders. We understand that maintaining a two-way conversation with stakeholders is essential for building relationships. These relationships are the foundation for a strong school system.

This communications plan was designed to establish a comprehensive and integrated communication's process for effective communication with all stakeholders. The plan is a working document that is reviewed on an annual basis.

The Communications Plan is intended to do the following:

1. Implement a communications program that directly helps the district achieve its strategic goals.
2. Foster strong relationships with district stakeholders.
3. Provide focus and direction for messages/methods in support of the district's goals
4. Enable the district to present itself accurately to audiences.
 - a. Internal Audiences:
 - i. Students
 - ii. Certificated Staff
 - iii. Support Staff
 - iv. Administrators
 - v. Board of Trustees
 - b. External Audiences
 - i. Students
 - ii. Parents/Guardians
 - iii. Patrons of the District
 - iv. Senior citizens
 - v. Business leaders
 - vi. Media
 - vii. Parent-Teacher Organizations
 - viii. Legislators
 - ix. Religious leaders
 - x. First responders
 - xi. Neighboring School Districts
 - xii. Home School Parents/Guardians
 - xiii. Prospective residents of the District
 - xiv. New residents of the District

Desired Behaviors and Attitudes:

The following behaviors and attitudes are the desired outcome of this plan:

- Internal Audiences
 - Take pride and ownership in the district
 - Keep informed of key issues
 - Work as a high-performing organization whose employees respect customer feedback
 - Exhibit the mission and vision of the district
- External Audiences
 - Feel involved and engaged in the school
 - Exhibit community pride and trust in the school district
 - Support Salmon River JSD 243 through active participation
 - Support Salmon River JSD 243 through monetary measures

Communication Goals:

1. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Salmon River School District.
2. Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.
3. Establish an effective employee communication plan to improve internal communication and employee engagement.
4. Achieve coordinated communications, both internally and externally, regarding safety issues and crisis management.
5. Maintain a proactive media relations program to enhance the district's image on local, state, and national levels.

The following resources may be used to evaluate and measure the effectiveness of this communications plan.

- Staff survey
- Community survey
- Website/social media hits and traffic reports
- Media coverage
- Community feedback

The following is a list of internal and external communication channels Salmon River JSD 243 utilizes.

Communication Channels:

- Electronic:
 - Website
 - E-Mail
 - District, school and teacher newsletters
 - Social Media: Facebook, etc.
 - InformaCast

- Personal:
 - Interpersonal
 - School Board Meetings
 - Parent/Teacher Organization
 - Booster Club
 - Chamber of Commerce
 - City

Communication Goal #1

Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for Salmon River JSD 243

Strategy 1A: Engage community in two-way communication.

Action Items:

- Facilitate connections among community stakeholder groups and district staff: elderly, religious leaders, business groups, and area legislators.

Strategy 1B: Continue with electronic communication tools to provide information for all stakeholders.

Action Items:

- Work to increase parent usage of PowerSchool and the online teacher grade book.
- Maintain an active e-mail list of key communicator groups.
- Promote School Board meetings through website, Facebook, e-mail etc.
- Implement and maintain social media tools.

Strategy 1C: Build and maintain partnerships with business and community leaders.

Action Items:

- Provide district representation for community-led meetings: Chamber of Commerce, City, Senior citizen groups.
- Build a relationship with the “Education” reporter of the Idaho County Free Press

Communication Goal #2

Utilize a variety of media to maximize awareness and support of the District’s goals, objectives and programs.

Strategy 2A: Use electronic, print and mass media tools to promote awareness and interest in the district.

Web

- Implement and maintain social media tools.
- Manage one centralized public calendar on the website.
- Develop a process to collect/communicate survey results.
- Train key personnel for effective use of the district website.

Media

- Maintain updated news releases on the district's website to continuously update the community about district initiatives and programs.
- Distribute fact sheets of district goals and objectives to the media.

Strategy 2B: Develop a process for tracking, monitoring and responding to concerns.

- Research, define and communicate a process to effectively manage concerns from stakeholders.

Communication Goal #3

Establish an effective employee communication process to improve internal communication and employee engagement.

Strategy 3A: Provide opportunities and resources to build connections within the district

Strategy 3B: Communicate clear and consistent district information to new staff members/subs.

- Develop a new staff member/sub packets

Communication Goal #4

Achieve coordinated communication, both internally and externally, regarding safety issues and crisis management.

Strategy 4A: Develop and sustain relationships with local emergency management officials

- Meet annually with local emergency agencies

Strategy 4B: Utilize a variety of communication tactics to share information with staff and parents about safety plans and crisis management.

- Work with district nursing staff to coordinate the sharing of information about health issues with parents and staff
- Have administrators provide crisis information to all staff.
- Manage and update crisis information on district website/social media, and InformaCast

Communication Goal #5

Maintain a positive media relations program to enhance the District's image on local, state and national levels.

- Post board minute summaries to the website after each board meeting.
- Share information through press releases, briefings, and photo opportunities.
- Invite press to campus activities to cover events.
- Encourage staff to submit articles and photos to the media.