# Priority 3: Enhanced Communication with All Stakeholders

Through efficient and productive communication within our district, we will maintain a culture that promotes positive environments to support high levels of learning and motivation while actively pursuing open communication by listening to our community.

## High-Leverage Action Steps

### Action Step 3.1: Build Community Understanding and Support for Academic Improvement

Build community understanding and support for academic improvement while maintaining transparency about challenges and progress.

Target: All families, community members, and external stakeholders of Hanover School District

**Implementation Steps:**

- Develop and implement a regular communication cadence that proactively shares information about the district's academic improvement work, including honest updates on progress and challenges
- Communicate clearly about school improvement status (Hanover Elementary School and Jr/Sr High School) and the steps the district is taking to move forward
- Create accessible, easy-to-understand summaries of assessment data, strategic priorities, and improvement milestones for community audiences
- Provide opportunities for community members and families to ask questions, share perspectives, and be heard as the district pursues improvement
- Use positive, solution-focused framing that builds confidence in the district's direction while remaining honest about the work ahead

**Evidence:**

- Communication materials (newsletters, updates, website posts) showing transparent reporting on academic improvement
- Community meeting records documenting opportunities for stakeholder input and feedback

### Action Step 3.2: Strengthen Internal Communications

Target: All district staff across Hanover Elementary School and Hanover Jr/Sr High School

**Implementation Steps:**

- Establish consistent internal communication protocols and schedules so all staff have timely access to important information
- Use Infinite Campus and other established platforms to streamline staff communication and reduce information fragmentation
- Create structured channels for two-way communication: staff need clear, reliable ways to share input, questions, and concerns with district and building leadership
- Ensure new staff receive thorough onboarding communication that connects them to the district's vision, priorities, and key systems

- Conduct regular check-ins and communication audits to identify and address gaps in internal information flow

**Evidence:**

- Internal communication logs and staff meeting records
- Onboarding materials and new hire communication documentation
- Staff feedback on communication clarity and accessibility

### Action Step 3.3: Continue Community Connections with Key Stakeholders

Target: Community organizations, early childhood providers, local businesses, civic partners, and families

**Implementation Steps:**

- Maintain and actively cultivate relationships with key community stakeholders who support students and families
- Continue and expand outreach to early childhood partners to support smooth transitions and early family engagement with the school
- Engage community partners in shared visibility and celebration of student success, creating mutual investment in Hanover's schools
- Document active community connections and partnership activities to track depth and consistency of engagement
- Create regular touchpoints with community stakeholders — not just in times of need, but as ongoing relationship maintenance

**Evidence:**

- Community connection and partnership activity logs
- Documentation of early childhood partner outreach and engagement
- Records of community stakeholder participation in school events and activities

### Action Step 3.4: Leverage Technology to Maximize Communication Effectiveness and Community Engagement

Target: All families and community members, with attention to varying levels of technology access

**Implementation Steps:**

- Maximize use of Infinite Campus for timely, consistent family and community communication — train all staff on effective use and monitor platform engagement
- Keep the district website current and accessible, ensuring families can easily find information about school programs, schedules, student progress resources, and community events
- Use social media platforms purposefully to celebrate student and staff achievements, share school news, and invite community participation
- Identify and address technology access barriers so that digital communication tools reach all families equitably
- Coordinate across technology platforms to ensure consistent, non-duplicative messaging that is easy for families to navigate

**Evidence:**

- Infinite Campus Communication tool utilization and engagement data
- Website traffic and content update logs
- Social media reach and engagement metrics

### Action Step 3.5: Begin Partnership with Family, School, Community Partnership (FSCP)

Target: Families, school staff, and community members engaged as collaborative partners in student success

**Implementation Steps:**

- Formally launch the Family, School, Community Partnership (FSCP) as a structured partnership model bringing together families, school staff, and community members around shared priorities for student success in Hanover's rural context
- Establish a regular schedule of FSCP joint meetings that create space for community voice, shared decision-making, and coordinated planning in support of student achievement
- Develop shared priorities and goals collaboratively with FSCP members, ensuring that community perspectives shape the district's direction alongside educator and administrator expertise
- Build the relationship infrastructure that makes the FSCP a durable, ongoing partnership — not a one-time event — including clear roles, meeting norms, and communication channels among members
- Document FSCP partnership activities and community input to demonstrate progress and inform continuous improvement of the collaborative

**Evidence:**

- FSCP launch documentation and meeting schedule
- FSCP meeting agendas, attendance records, and notes
- Shared priorities and goals developed collaboratively with FSCP members
- Progress documentation showing community voice integrated into district planning

## Monitoring Implementation and Impact

| Monitoring Cycle | Focus | Responsible Party |
|---|---|---|
| **Weekly** | • Infinite Campus and digital platform engagement rates<br>• Attendance and outreach follow-up for community events and meetings<br>• Internal communication distribution and acknowledgment | Communications Lead, Principals |
| **Monthly** | • Community connection and partnership activity review (3.3)<br>• Internal communication effectiveness review (3.2) | Principals, Superintendent |

| | | |
|---|---|---|
| | • Technology platform utilization trends (3.4)<br>• FSCP planning and progress updates (3.5) | |
| **Quarterly** | • Family engagement participation rates and trends<br>• Early childhood program participation and partnership status<br>• Community partnership depth and activity review<br>• FSCC meeting outcomes and community voice documentation<br>• Stakeholder satisfaction with communication quality | Superintendent, District Leadership |
| **Annual** | • Comprehensive family engagement, early childhood, and community partnership impact review<br>• FSCP partnership depth evaluation and community voice in district decision-making<br>• Communication strategy effectiveness audit across all channels<br>• Planning for next year's communication priorities | Superintendent, Board of Education |