

# Cougar Communication

VISION: Crest Ridge-R VII is determined to be a dynamic and innovative school district in an evolving world.

MISSION: We cultivate and empower every student for success.

*Priority: Leadership Will Equitable Access*

**SMART Goal #8: By 2026, stakeholder survey results on effective communication will increase by 5-6% in the strongly agree and agree categories.**

The purpose of the Crest Ridge Communications Team is to build internal and external relationships with all stakeholders by providing equitable access in order to meet the tenets of our mission and vision.

1. Crest Ridge Website: Visit our district website at [www.crestridge.org](http://www.crestridge.org) for a comprehensive capture of all things Crest Ridge including our LIVE FEED, updates, news, upcoming events, gallery, highlights, district report card, staff directory, and departments.
2. Email Messages from the District: Specific email messages will be sent to all stakeholders by way of the school superintendent for the district, school principals for specific buildings, and teachers for specific classes. Be sure the district has the most current email information on file through the student information system.
3. District Newsletters: This communication is sent out monthly as a wrap up of the month's events, board meetings, celebrations, and upcoming activities, as well as strategic focus on CSIP implementation, attendance monitoring, and updates on district initiatives. This communication is sent through email, SMS, and posted on social media.
4. SMS Messages: This communication serves as immediate, timely alert information to inform stakeholders of current happenings, changes in events, and safety measures. These messages are sent through text message and the Crest Ridge app.
5. Crest Ridge APP: This communication is serviced the same as SMS messages and the district website, but will only be available if the app is updated to the latest iteration. The app can be downloaded here:
  - Apple: <https://apps.apple.com/us/app/crest-ridge/id1256031184>
  - Android: <https://play.google.com/store/apps/details?id=com.apptegy.crestridge>
6. Crest Ridge Social Media: This communication is the best place to stay up to date on special events, athletics, and celebrations within the district. Be sure to follow Crest Ridge on facebook, twitter, and instagram.
  - a. Facebook: <https://www.facebook.com/CrestRidgeCougars>
  - b. Twitter: @pride\_cr
  - c. Instagram: @crestridgecougar
7. sportsYou: This app will be shared with athletes and activity participants through coaches and sponsors. The app gives the opportunity for appropriate communication between coaches, sponsors, athletes, students, and parents regarding sport or activity involvement.