

Goal No. 3: Communication

Objective: The Wayne Community Schools will ensure effective communication and promote involvement throughout the district by maintaining open and ongoing two-way communication with its community and stakeholders.

SMART GOAL 3A

SMART Goal Statement: Wayne Community Schools will build a systematic structure to build relationships with families.

Strategy/Action Plans: Wayne Community Schools will survey parents to gauge the involvement of parents, to seek ways to increase parent involvement, and to assess the effectiveness of the school district communication to home.

Responsibility: Staff, board members, parents.

Timeline: Annually

Evidence/Indicators of Success: Results of the on-line survey will be compiled and reported to the staff and school board. Based on the findings, strategies will be implemented to improve parent communication. Provide a welcoming environment for all students, families, and visitors that is positive, safe, and conducive to learning.

- A. Support and positively promote the mission of Wayne Community Schools “Learning for Life, Every Student, Every Day” to all district stakeholders.
- B. Display pride and ownership in educating and serving the students and families of Wayne Community Schools.
- C. Promote two-way communication between school buildings and parents.

Source of Funding: N/A

SMART GOAL 3B

SMART Goal Statement: Develop and engage strong relationships with the stakeholder groups listed below to support student success and the mission of Wayne Community Schools.

- 1. Parent Organizations**
 - a) Blue Devil Booster Club**
 - b) Music Boosters**
 - c) Wayne Elementary Boosters**
- 2. Wayne Community Schools Foundation**
- 3. Alumni/Parents of Alumni**
- 4. Wayne St. College**
- 5. Northeast Community College**
- 6. Wayne Area Economic Development**
- 7. Local Businesses**
- 8. Local Media**
- 9. Civic Leaders**
- 10. Local Church Leaders/Ministerial Association**
- 11. Local Early Childhood Organizations**
- 12. Wayne Residents and Supporters**

Strategy/Action Plans: Strategic Plan for Implementation

- A. Continue regular School board Honor Coffee**
- B. Assign a school administrator to each of the three parent booster organizations and the school foundation.**
- C. Attend and support events by the three parent booster organizations and the school foundation.**

D. Identify and promote clear channels to encourage two-way communication between Wayne Community Schools and our parents and stakeholders.

- 1. Host quarterly community information luncheons**
- 2. Attend community organization gatherings**
 - a) Community organization luncheons**
 - b) Business community meetings**
- 3. Serve on community boards including Wayne Area Economic Development Board.**
- 4. Maintain and enhance relationships and partnerships with Wayne St. College.**

E. Utilize various media channels to maximize awareness and support of Wayne Community School district's goals, objectives, and programs.

- 1. Strategic Plan for Implementation**
 - a) Monthly KTCH Radio interview on "The View"**
 - b) Newspaper coverage of school board meetings and district events**
 - c) District Website; www.wayneschools.org**
 - d) District and Foundation Facebook**
 - e) Twitter; @WayneSchools**
 - f) School board online e-meeting public access**

Responsibility: Foundation Director and Foundation, School Board Foundation & Community Relations Committee, Superintendent, School Administrators, Community Leaders.

Timeline: Annually - Reviewed by the School Board Foundation and Community Relations Committee.

Evidence/Indicator of Success:

1. Community pride, trust, and support is exhibited in Wayne Community Schools and is supported by data from surveys
2. Participate in the two-way communication process to receive information from and provide feedback to the district.

Source of Funding: School Board General Fund and Activity Fund to support the following;

I. Methods of Communication

A. Communication Tools

1. Printed Materials

- a) District Newsletter
- b) Student Handbooks
- c) Program and Department Publications

2. Online Materials

- a) Websites
- b) Facebook/Twitter
- c) School Board Online E-Meeting Service and Board Policy
- d) Email

3. Local Media

- a) The Wayne Herald
- b) KTCH/KTCY Radio

4. Other

- a) Electronic Sign
- b) Blackboard Connect Phone Communication System

SMART GOAL 3C

SMART Goal Statement: The board and administration will work cooperatively with the community/organizations to promote the school district and identify opportunities for learning.

Strategy/Action Plans: District administrators and staff will work closely with community groups, local organizations, fundraising groups, and Wayne State College to promote Wayne Community Schools in a positive manner and enhance community visibility.

Responsibility: Board of Education, superintendent, administrators, and staff

Timeline: annually and ongoing

Evidence/Indicator of Success:

- Administrators will serve on community service organizations such as Kiwanis, Rotary, Lions Club, TeamMates Board, etc.
- Wayne Community Schools will work cooperatively with Wayne State College on current initiatives and seek new ways to work collaboratively to enhance student learning opportunities.
- Fundraising organizations will be monitored to ensure that they are being conducted “at an arm’s length” from the district and are following proper procedures regarding their organizational structures and finances.
- School foundation 501C tax exempt will be utilized to provide the opportunity for the following fundraising groups to function under the umbrella: Wayne High Athletic Boosters, Wayne High Music Boosters, Wayne Elementary Boosters (WEB), and She Devils Dance Team.

Source of Funding: Activity Fund and fundraising groups

