



Palo Duro High School Communications Plan

The mission of Palo Duro High School is to graduate a culturally proficient student population prepared for success beyond high school in an ever-changing world. Within a culturally proficient environment, Palo Duro HS will actively engage all community members in the learning process and work together to become 21st century learners and actively involved global citizens.

Purpose

The purpose of this communications plan is to formulate effective methods of communication between faculty, staff, administrators, parents, students and the community to ensure the academic success of the students at Palo Duro High School, as well as to communicate movement towards successful completion of our mission, to graduate a culturally proficient student population prepared for success beyond high school in an ever-changing world.

Communications Goals

- To inform parents, students, staff, faculty, community members and all stakeholders of the academic performance of the students and the progress of the school.
- To establish policies and procedures to access and utilize the sources and tools available to share the information.
- To give students, parents and teacher/faculty a voice so they will feel more connected to the school.
- To inform parents, students, staff, faculty, community members and all stakeholders of the many ways to connect to the school and support our students as they grow into contributing community members.
- To establish policies for internal communication to further the transparency among grade levels and academic departments to allow us to better serve our students and families.

Communication Objectives

- To increase the number of community members and stakeholders who are aware of the positive progress and success stories being generated by students at Palo Duro High School
- To increase the amount of information distributed in a timely and accurate format with a uniform message aligned with the school mission
- To increase the number of positive stories in the news media relative to Palo Duro High School
- To increase the number of faculty and staff committed to implementing elements of the communications plan on a regular and consistent basis
- To increase communication among campus leadership and departments to achieve transparency in policies and implementation
- To create a more interactive website that is user-friendly, filled with information helpful to all stakeholders and has a uniform amount of information and look for each link within.

Target Audiences

Parents/Guardians

Students

Faculty/Staff

Community members (stakeholders, elected officials, CBOs, community residents, news media)

Communication Strategies (for each target audience)

- Implement more effective communication tools based on the feedback and needs of each of the target audiences
- Execute an ongoing media relations and community outreach program so that stakeholders and members of the community will see, hear and read about student and faculty success stories
- Create a sustainable program for both short-term and long-term internal and external communications which will motivate members of the target audience to be engaged with Palo Duro High School and ultimately to become ambassadors of and for the school
- Create systems for internal and external communication that will yield consistent and continual communication in all areas so that open communication flow becomes part of the Palo Duro culture.

Key Messages for Each Audience

For Students: The teachers and staff at Palo Duro High School are dedicated to your success in school and will prepare you with 21st century skills and for success beyond high school in an ever-changing world.

For Parents/Guardians: Your child deserves the best possible education and Palo Duro High School will provide the environment and opportunity best suited for your child to learn and succeed in an ever-changing world.

For Faculty and Staff: Palo Duro High School is a community dedicated to the educational and developmental success of each student who walks in the door.

For Community: Palo Duro High School is made up of not only dedicated teachers and staff focused on creating a 21st century learning environment for their students, but also students committed to gaining cultural proficiency from their education by striving for academic achievement and graduating college prepared for an ever-changing world.

Most effective communication tools for STUDENTS

- Homeroom Representative (word-of-mouth)
- Loudspeaker Announcements
- Video Announcements
- Palo Duro Web Site
- Designated Posting Areas/Posters & Banners
- Palo Duro Newspaper
- PBS Academies
- Student Council

Most effective communication tools for PARENTS

- Title 1 Parent Newsletter
- Phone Masters
- Outdoor Marquee and Posters/Banners
- Palo Duro Website
- On-line Video Announcements
- Daily Bulletins
- Community Walks (two per year)
- PTA
- CAAC

Most effective communication tools for TEACHERS

- Palo Duro Web Site
- Daily Bulletin
- Palo Duro Newspaper
- Dept. Chairs/SLC Leads (word-of-mouth)
- Internal Memos
- Community Walks (two per year)

- PTA
- CAAC
- Department and Staff Meetings

Most effective communication tools for COMMUNITY

- Palo Duro Web Site
- On-line Video Announcements
- Outdoor Marquee
- Display Cases
- Daily Bulletin
- Community Walks (two per year)

Improvement Plan

- Create a Communications Committee with a variety of stakeholders to oversee overall communications processes at Palo Duro.
- Have a “community newsletter” (combination of Daily Bulletin, Parent Newsletter and Palo Duro Newspaper and include “Student of the Month,” information for parents, calendar of events, information of importance to the community, etc)
- Set up a “parent network” to disseminate information (external word-of-mouth)
- Get students (especially HR Reps and Student Council) more involved in parent meetings and PR efforts
- Designate a website coordinator whose job in the first year is to make each link within the site uniform and consistent. In the years following, this person’s job would shift to one of maintenance and frequent updating.
- Advertise/promote the Palo Duro web site more (come up with incentive ideas to drive people to site and get them used to going there for information)
- Streamline information posted on Outdoor Marquee to match posters/banners, loudspeaker announcements, web site and internal/external newsletters – make it repetitive and consistent
- Develop plan to create e-mail database and utilize e-mail more to communicate internally and externally (HTML newsletters, invitations to events, press releases, bulletins, etc.)
- Create student communications committee (with teacher leadership) to oversee designated posting areas and large banners in order to streamline all communication efforts and engage them in the process
- Create systems for internal communication that become expected and consistent
 - Department chair meetings
 - Leadership Team meetings
 - Grade level meetings
 - Regular parent-principal evening “fireside chats”
 - Open forums for parent questions about general school issues