2024-25 BCSD SUCCESS ACTION PLAN

#7 Strengthen communication to the community

Goal 1: Strengthen communication processes and accessibility

Strategy 1: Ensure website is up to date		
Action(s)	**Responsible Party & Timeline**	**Process Measures & Status**
Action Step 1: Train all necessary staff on how to use the new website platform	Jen Garry; Complete by the end of the second quarter	**DONE**
Action Step 2: Establish best practices and create a reference sheet	Jen Garry; Complete by the end of the second quarter	In process
Action Step 3: Clearly establish which roles are expected to update which pages and when so that changes are made in a timely fashion	Jen Garry; Complete by the end of the second quarter	Complete
Action Step 4: Work to make the website more accessible	Jen Garry; Complete by the end of the year	Complete

Strategy 2: Utilize ParentSquare to share important information as well as good news regularly		
Action(s)	**Responsible Party & Timeline**	**Process Measures & Status**
Action Step 1: Send weekly districtwide e-newsletters	Jen Garry	ONGOING
Action Step 2: Create a content calendar of information we know will need to be shared	Jen Garry; Complete by the end of the second quarter	In Process
Action Step 3: Refer to the district's Crisis Communications Plan whenever necessary	Ongoing; all	ONGOING

Goal 2: Enhance the district's image

Strategy 1: Regularly highlight the district's good news		
Action(s)	**Responsible Party & Timeline**	**Process Measures & Status**
Action Step 1: Highlight positive stories on the district's website, social media and in e-newsletters	Jen Garry	Aim to share at least one story on the website per week, at least once on social media each school day and a weekly e-newsletter that reaches students' families, staff and wider community members ONGOING
Action Step 2: Create1-2 print newsletters to reach community members who don't have students in our schools	Jen Garry	Budget newsletter - May Complete
Action Step 3: Ensure the district is regularly featured in local media and aim for quarterly features in state and/or national media	Jen Garry	Share stories with local media weekly and identify at least four stories throughout the school year to share with state and national media ONGOING

Strategy 2: Communicate more effectively with staff and boost morale		
Action(s)	**Responsible Party & Timeline**	**Process Measures & Status**
Action Step 1: Schedule a regular staff-only communication sharing news, celebrating excellence and aiming to keep staff well-informed	Jen Garry; Start communications by the end of the second quarter	First edition sent 3-25-25
Action Step 2: Decide on a format and frequency of publication. Determine how information will be collected	Jen Garry	Complete

Goal 3: Improve the district's marketing to potential employees and new families

Strategy 1: Improve SEO and Google search results

Action(s)	Responsible Party & Timeline	Process Measures & Status
Action Step 1: Utilize Google Business Profile to our advantage	Jen Garry; end of year	**ONGOING**
Action Step 2: Update SEO on most pages	Jen Garry; end of year	**ONGOING**
Action Step 3: Utilize SEO keywords in social media	Jen Garry; end of year	**ONGOING**

Strategy 2: Shift some of our marketing focus to potential stakeholders		
Action(s)	**Responsible Party & Timeline**	**Process Measures & Status**
Action Step 1: Create a webpage that highlights our area and what makes it special	Jen Garry; end of second quarter	**Why BCSD?** — COMPLETE
Action Step 2: Assess where potential employees and potential homebuyers would look on our website and make sure to clearly link to community page	Jen Garry; end of third quarter	COMPLETE
Action Step 3: Use branding to our advantage in expressing our district's story	Jen Garry	Working on new district logo development and messaging- In process

Goal 4: Update Public-facing Curriculum Maps

Strategy 1: Create updated curriculum maps to reflect current curriculum and provide information to families on website		
Action(s)	**Responsible Party & Timeline**	**Process Measures & Status**
Action Step 1: Define core structures of curriculum mapping, consistent language, curriculum mapping template	Amy Fishkin, Building Admin, Department Coordinators November 2024	Curriculum Map Template COMPLETE
Action Step 2: Develop public-facing curriculum maps for all subject area core courses in grades K-12	Amy Fishkin, Elementary Coordinators, Department Coordinators March 2025	Curriculum Maps completed and now being uploaded to website

Action Step 3: Upload maps to new website platform	Amy FIshkin, June 2025	Underway