

# 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
<b>Action Step 1:</b> Train all necessary staff on how to use the new website platform	Jen Garry; Complete by the end of the second quarter	DONE
<b>Action Step 2:</b> Establish best practices and create a reference sheet	Jen Garry; Complete by the end of the second quarter	In process
<b>Action Step 3:</b> 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
<b>Action Step 4:</b> 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
<b>Action Step 1:</b> Send weekly districtwide e-newsletters	Jen Garry	ONGOING
<b>Action Step 2:</b> 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
<b>Action Step 3:</b> 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
<b>Action Step 1:</b> 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 <b>ONGOING</b>
<b>Action Step 2:</b> Create 1-2 print newsletters to reach community members who don't have students in our schools	Jen Garry	Budget newsletter - May <b>Complete</b>
<b>Action Step 3:</b> 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 <b>ONGOING</b>

Strategy 2: Communicate more effectively with staff and boost morale		
Action(s)	Responsible Party & Timeline	Process Measures & Status
<b>Action Step 1:</b> 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	<b>First edition sent 3-25-25</b>
<b>Action Step 2:</b> Decide on a format and frequency of publication. Determine how information will be collected	Jen Garry	<b>Complete</b>

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

Strategy 1: Improve SEO and Google search results
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Action(s)	Responsible Party & Timeline	Process Measures & Status
<b>Action Step 1:</b> Utilize Google Business Profile to our advantage	Jen Garry; end of year	<b>ONGOING</b>
<b>Action Step 2:</b> Update SEO on most pages	Jen Garry; end of year	<b>ONGOING</b>
<b>Action Step 3:</b> Utilize SEO keywords in social media	Jen Garry; end of year	<b>ONGOING</b>

Strategy 2: Shift some of our marketing focus to potential stakeholders		
Action(s)	Responsible Party & Timeline	Process Measures & Status
<b>Action Step 1:</b> Create a webpage that highlights our area and what makes it special	Jen Garry; end of second quarter	<a href="#">Why BCSD?</a> — <b>COMPLETE</b>
<b>Action Step 2:</b> 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	<b>COMPLETE</b>
<b>Action Step 3:</b> Use branding to our advantage in expressing our district's story	Jen Garry	Working on new district logo development and messaging- <b>In process</b>

## 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
<b>Action Step 1:</b> Define core structures of curriculum mapping, consistent language, curriculum mapping template	Amy Fishkin, Building Admin, Department Coordinators November 2024	Curriculum Map Template <b>COMPLETE</b>
<b>Action Step 2:</b> Develop public-facing curriculum maps for all subject area core courses in grades K-12	Amy Fishkin, Elementary Coordinators, Department Coordinators March 2025	<b>Curriculum Maps completed and now being uploaded to website</b>

**Action Step 3:** Upload maps to new website platform

Amy Flshkin, June 2025

Underway