

## District Communications Plan 2018-2019

### Our Core Values

#### WE BELIEVE THAT:

- Active and continuous learning is essential for individuals and communities to flourish.
- Embracing diversity in all its forms enriches the human experience.
- Everyone can realize their potential and when they do, both they and the community thrive.
- The health and quality of a community are dependent on the responsible contributions of all its members.
- The collaboration needed for meaningful change is built on honesty, trust, and respect.

#### Introduction:

The purpose of the District Communications Plan is to share how members of our community will receive information in a timely fashion. It is important to share the success of our current students as well as the success of our graduates. We want to offer members of our community multiple means to communicate with us, to tell us what they are thinking, ask us questions and to offer their feedback. The District will review the plan annually using data collected from community surveys.

#### Our Challenge:

Wappingers Central School District is committed to timely communications to members of our school community. The health and quality of a community depend on the contributions of all its members. The District itself plays an important role by communicating openly, honestly and reliably with all members of our community – students and parents, teachers, staff, taxpayers and other residents.

#### Members of Our School Community:

- Parents
- Students
- Faculty & Staff
- Taxpayers / Voters
- Educational Partnership Organizations
- Community Partners
- Business Community
- Media Outlets

The act of communicating means different things to different people. For example:

- Hearing about the successes of our students and staff
- Learning about the challenges the District faces (e.g. academic goals, NYS mandates, budgetary, infrastructure)
- Receiving information from the District through a variety of methods in a timely manner
- Knowing who to contact when you have a question
- Getting answers to questions

*Updates to these goals will be developed through the District Communications Committee.*



### Communication Goals:

Below are our goals for the 2018-19 school year. These goals will be reviewed annually:

- Use the results of last year's survey to build and maintain frequent communication with community members based on their wants and needs.
- Develop and maintain positive relationships with all members of our school community to strengthen support for the district.
- Keep building our brand identity for our District based on our image and reputation.
- Improve community engagement by identifying opportunities that will allow people to get involved in the District.
- Increase transparency to improve public perceptions about the district.

### Communication Channels:

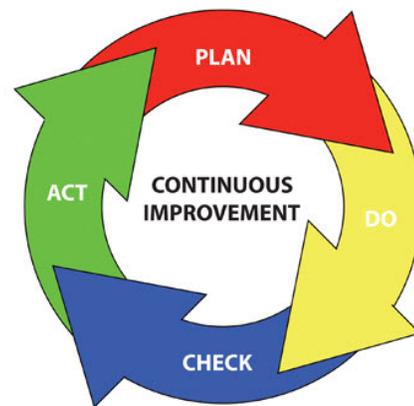
Here are some ways our community can connect with us:

- Website
- Email
- Telephone
- Social Media (Twitter, Facebook, Instagram)
- District Newsletters (i.e.: En Route, Superintendent's Monthly Newsletter)
- Mailings
- Superintendent Forums
- Mobile App
- Tip Line (Via Website and Mobile App)
- Weekly Rewind
- Local Newspapers

### Continuous Improvement Cycle:

To check the progress of our communication efforts we will conduct surveys of our communities allowing us to improve our communication efforts.

Our first survey asked students in grades 7-12, parents, staff, and community members how they receive communication from us. We also asked for preferences and suggestions to improve how we provide information. Finally, the survey asked individuals to share topics they would like to know more about from the District.



To complete the survey click <https://goo.gl/forms/ToQV6Rsee7ZReW9j1>

