SHERMAN SCHOOL DISTRICT
Communication Plan

GOAL #1: To utilize SOCIAL MEDIA to actively inform and engage members of the Sherman School District community

ACTION STEPS	EVIDENCE	RESPONSIBILITY	WHEN
1.1 Create an official Sherman School District Facebook, Twitter or Instagram account	› Social Media posts, twice per week: • Notification of public or special events • Celebrations of student work • Attention drawn to important notices	Melendez, Snowden, XP Course, Teacher Volunteers	2018 - 2019
1.2 Create a "Class of ..." Facebook, Twitter or Instagram account	› Social Media posts, once per week: • Notification of classroom events • Celebrations of student work	Teacher Volunteers	2019 - 2020

GOAL #2: To utilize EMAIL communication to actively inform and engage the Sherman School District community

ACTION STEPS	EVIDENCE	RESPONSIBILITY	WHEN
2.1 Design, create and coordinate a weekly newsletter which communicates in a clear and consistent manner: • Calendar of district and school events • District and school news and announcements • Curriculum, instruction and innovation updates • Opportunities to volunteer and/or participate in events	› Distribution of an electronic newsletter every Wednesday (with specific handle for easy archived searches) › Simplified management of volunteers and/or event attendance through embedded technology	Melendez, Snowden, Luchsinger	2018 - 2019
2.2 Include grade and department specific academic updates to the newsletter once per month, at minimum	› Monthly grade and department specific curriculum updates communicated	Melendez, Administration, Teachers	2019 - 2020
2.3 Communicate special notices and important, time-sensitive information	› Distribution of time-sensitive or emergency notifications on administrative letterhead	Melendez, Administration	2018 - 2019
2.4 Design, create and coordinate a triannual (one issue in 18-19) State of the Sherman School District Report which communicates to a broad audience: • Progress on our Strategic Plan • Highlights of our programs and student achievements (K-12) • Celebrations, concerts, school-community events • Updates on curriculum, instruction and innovation • Budget, capital projects, plans for the future	› Electronic and small print-run distribution of the State of the Sherman School District newsletter in Fall, Winter and Spring › Document includes High School student accomplishments	Melendez, Board of Education	2019 - 2020

GOAL #3: To utilize local NEWSPAPER outlets to inform the general public and promote the Sherman School District

ACTION STEPS	EVIDENCE	RESPONSIBILITY	WHEN
3.1 Develop and submit three concise articles per year to local news outlets which communicate: • Possible topics include: welcome back, new hires, curriculum, instruction and innovation highlights, budget, graduation, awards, college acceptances	› Publication of printed articles in the Town Tribune and Sherman Sentinel	Melendez, Board of Education	2018 - 2019
3.2 Develop a budget specific article to engender support during budget season	› Publication of printed articles in the Town Tribune and Sherman Sentinel	Melendez, Board of Education	2018 - 2019

GOAL #4: To utilize the Sherman School District WEBSITE and MOBILE tools to inform, engage and access members of the Sherman School District community

ACTION STEPS	EVIDENCE	RESPONSIBILITY	WHEN
4.1 Ensure website contains current and accurate information such as dates, schedules, and classroom pages	› Website is updated within 24 hours when new or updated information is available regarding: • Calendar, events and schedules • Board of Education meeting dates, times, locations, agenda and minutes • Interscholastic and intramural dates, times, and locations for games and practices • Staffing and individual teacher webpages	Melendez, Luchsinger, Teachers	2018 - 2019
4.2 Develop a consistent strategy to communicate assignments to families and students	› Implementation of a single format (e.g. PowerSchool or Google Classroom) for daily assignments and homework	Teachers	2019 - 2020
4.3 Promote the use of the Sherman School District App as a tool to access content on our website	› Increase the total installs on mobile devices › Quick access to website-linked details such as Calendar, Lunch Menu, Athletics, Directory, etc.	Melendez, Luchsinger	2018 - 2019
4.4 Promote the use of the School Messenger Communicate App as a central repository for phone, text and email communications	› Increase the total installs on mobile devices › Communication of newsletters and administrative emails through email and Communicate App › Communication of emergency notifications	Melendez, Luchsinger	2018 - 2019
4.5 Promote the use of the School Messenger Communicate App for reminders	› Increase the total number of mobile installations › School and classroom use of Communicate App to remind families of school and classroom specific meetings and events	Christie, Teachers, Coaches	2018 - 2019