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**WOODLAND HS COMMUNICATION PLAN**

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2023-2024

## **ADMINISTRATION**

Kevin Lakin, Principal  
Jasmine Snell, Assistant Principal  
Makesha Butler, Assistant Principal  
Brittany Sibert, Curriculum Coach  
Tydles Sibert, Athletic Director

### **Overview**

Woodland High School is committed to providing students with the best possible learning environment and opportunities. To achieve this, we must consider a multi-tiered approach to education. Included in this approach is the need to establish and maintain open and efficient communications. The public must understand the school's story in order to support our educational programming.

### **Principles**

This plan was developed to assure:

1. All communications support the school's goals.
2. Two-way communication with all Woodland stakeholders.
3. The school's "story" is accurately told.
4. Transparency in school operations.

## Audiences

### External

- Businesses
- School Improvement Council
- First Responders
- Legislators
- Ministerial Alliance
- Media
- Parents
- Parent/Teacher Organizations
- Realtors
- Religious Leaders
- Senior Citizens
- Dorchester municipal governing bodies
- Local town agencies
- Taxpayers

### Internal

- District Administrators
- DD4 School Board
- Non-certified staff
- Students
- Support staff
- Teachers

## Goals, Objectives, and Strategies

### 1. Community

Facilitate meaningful and open communications with the Woodland Community.

<u>Objectives</u>	<u>Strategies</u>
<ul style="list-style-type: none"><li>A. Build connections with community members</li><li>B. Facilitate two-way communication</li><li>C. Facilitate community and School board engagement opportunities</li><li>D. Responsibly utilize a variety of media</li></ul>	<ul style="list-style-type: none"><li>A. Principal's newsletter to answer questions and update the community</li><li>B. Utilize social media and school website to promote the school</li><li>C. Invite the public to special events</li><li>D. Host "town-hall" events or forums when appropriate</li><li>E. Meet with the School Improvement Committee monthly</li><li>F. Publish important events in the local paper</li></ul>

**2. Students / Parents**

Facilitate meaningful and open communications with the Woodland High School students and parents.

<u>Objectives</u>	<u>Strategies</u>
<p>A. Develop meaningful communications with parents and students to assure their voices are heard</p> <p>B. Increase recognition of parents and students internally and externally for their accomplishments</p> <p>C. Responsibly distribute school information to students and parents</p>	<p>A. Principal's Newsletter</p> <p>B. Parent notification system (Remind)</p> <p>C. Recognizing outstanding students and parents at School Board Meetings</p> <p>D. Focus groups organized as appropriate</p> <p>E. Inclusion in the strategic planning process</p> <p>F. Monthly meeting with the School Improvement Council</p> <p>G. Responsibly using social media apps, call-out system, and the school website to deliver information.</p> <p>H. Using email groups to send updates</p> <p>I. Providing student and parent codes to PowerSchool</p>

### 3. Media

Establish and maintain collegial relationships with media outlets to enhance the school's image.

<u>Objectives</u>	<u>Strategies</u>
<ul style="list-style-type: none"><li>A. Partner with media to promote positive stories at Woodland High School</li><li>B. Establish and expand professional relations with the media</li></ul>	<ul style="list-style-type: none"><li>A. Press-releases, briefings and photo opportunities</li><li>B. Letter to the editor of local papers</li><li>C. Establish monthly article for local media</li><li>D. Share photographs with local papers for print</li></ul>

**4. Staff**

Enhance communications with staff that will make information acquisition and dissemination is more frequent, efficient, and uniform.

<u>Objectives</u>	<u>Strategies</u>
<ul style="list-style-type: none"><li>A. Increase staff communication skills</li><li>B. Provide necessary resources and professional development</li><li>C. Utilize effective communications strategies to develop trusting relationships</li><li>D. Streamline administrative and communications process</li></ul>	<ul style="list-style-type: none"><li>A. Develop a new employee induction program.</li><li>B. Use email to communicate with staff frequently on school and community issues</li><li>C. Monthly staff meetings to check morale, address concerns and disseminate important information</li><li>D. Recognize employees for their accomplishments and contributions at School Board Meeting, faculty meetings and sporting events</li><li>E. Expand the use of the parent notification system (Remind) to teachers</li><li>F. Utilize technology and shared digital resources.</li></ul>

**5. Crisis Communications**

Develop crisis communication plans to inform parents, students and the community in an effective and efficient manner.

<u>Objectives</u>	<u>Strategies</u>
<ul style="list-style-type: none"><li>A. Develop detailed crisis management plans</li><li>B. Provide timely and accurate information to internal and external stakeholders</li><li>C. Develop predetermined chain of command and incident commanders</li><li>D. Partner with media to provide accurate and timely information</li></ul>	<ul style="list-style-type: none"><li>A. Crisis management and communications training and ongoing professional development</li><li>B. Post reunification sites and procedures for parents</li><li>C. Frequently update demographic information</li><li>D. Utilize Social Media</li><li>E. Update website to have a dedicated crisis management section</li><li>F. Update substitute plans to include crisis plans</li><li>G. Review all crisis team plans and protocols with staff annually</li><li>H. Establish media protocols for emergency incidents</li><li>I. Consult and include local emergency management officials in planning</li><li>J. Identify, acquire and utilize internal communications tools and resources</li></ul>



## Protocols






### Outside Organization Information Dissemination

Any outside agency that wishes to have a flyer sent home via the parent communications system or social media must get the approval of the Principal and generally meet the following criteria:

1. Must not contradict the Dorchester School District 4 or Woodland High School mission, values or policies.
2. Must have a direct benefit for the students of Woodland High School.
3. Must be a non-profit entity.
4. Other as determined by the Principal and/or Superintendent.

Individual parents cannot utilize the parent communications system for disseminations of information.

## Communications Matrix

Type of Information	 Website	 Email	 Call-out	 Remind Text	 Social Media
General Info	✓	✓		✓	✓
Emergency	✓	✓	✓	✓	✓
Early Dismissal	✓	✓	✓	✓	✓
Delayed Opening	✓			✓	✓
School Closures (weather)	✓			✓	✓
Forms	✓	✓			
Promotional (non-school)		✓			