

## District Communication Plan

*Category: R*

*Related Policies: BHC/GBD, EBB, EBCA, EBCD, GBEAA, IJO/KA, JRB, KD, KEB  
EG-R*

- A. Purpose.** The Board’s objective is to improve internal and external communications by providing clarity and consistency in school communications amongst stakeholders. This policy will guide the creation of a District Communication Plan (“Communication Plan” or the “Plan”).
- B. Plan Preparation and Contents.** The Board directs the Superintendent to prepare a Communications Plan that addresses at least the following:
1. Plan goals and general provisions - identifies the general goals of the Plan, identifies the multiple audiences/recipients of District communication, and identifies the available methods and modes of communication with some consideration of the pros and cons of each.
  2. Implementation – describes how components of the Plan will be implemented and will specify which staff members are responsible.
  3. Communication to Internal Stakeholders – describes how to best communicate general or specific information to staff, students, and volunteers.
  4. Communication to External Stakeholders – describes how to best communicate with external stakeholders (i.e., parents, the community, parent groups, other districts, etc.).
  5. Crisis Communications Plan – coordinates the Communication Plan to the relevant provisions of the District Crisis Prevention and Response Plan and site-specific Emergency Operations Plans prepared under Board policy EBCA, including staff responsibilities, training requirements, communication tools, media plans, and message-specific templates.
  6. School Cancellations - outlines protocols for communicating a school day cancellation, delay, or early release due to inclement weather or other emergency reasons as provided by Board policy EBCD.
  7. Off-campus School activities - outlines how to best communicate incidents or emergencies that occur while students are off campus on field trips or travel sporting events (i.e., anywhere that students are transported by the District).
  8. Recommendations - outlines suggestions and recommendations relating to infrastructure or resources for future improvements to communication channels.
  9. Other - Such other information, recommendation, and provisions the [Superintendent, deemed appropriate.

### **Biennial Review and Update**

The Superintendent and/or designee shall ensure that the Communication Plans and all procedures and protocols adopted pursuant to this policy are reviewed no less than every two (2) years and updated as necessary. Copies of the updated Plan and procedures should be provided to the Board no later than the start of each school year.

SAU #7 Policy Committee: Recommended for Adoption – October 17, 2022  
Pittsburg School Board: Revised – November 14, 2022  
Colebrook School Board: Revised – November 15, 2022  
Clarksville School Board: Revised – December 5, 2022  
Columbia School Board: Revised – January 3, 2023  
Stewartstown School Board: Revised – January 4, 2023