

Tawas Area Schools

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Communication Goal Planning

- Communications
 - Utilize our tools such as billboards, School Messenger System, website, Facebook, Radio, etc.
 - Promote, create, distribute, and review survey data
 - Building level meetings, district meetings, Board of Education Meetings
 - Utilize various media outlets, such as *Tawas Topics*, *Iosco County News Herald*, building monitors, daily announcements, etc. for community communication
 - Building level newsletters

Goal Statement:

- We will strengthen community relations and communication to foster support for the District.

Objectives:

- Provide virtual meetings
 - Monthly Board Meetings and any scheduled Committee Meetings
- Utilize social media, school messenger, website for communication
 - Update school website with training included annually
 - Use school messenger and social media to share up-to-date information with families and the community throughout the year.
 - Utilize the morning announcements to inform and engage students and staff
 - Use the hallway monitors to highlight school happenings and accomplishments
 - Use the website and social media to highlight classroom and extra-curricular activities
- Conduct surveys and analyze feedback processes to increase two-way communication
 - DIT Communication Form
 - Ongoing throughout the year to inform the MICIP process
- Provide open and accurate reporting
 - Share survey results during scheduled MICIP meetings
 - Send information through weekly updates when available.
- Enhance internal communication protocols that value transparency and staff input
 - DIT Communication Form
 - Weekly Digital Staff Newsletters

“A Tradition of Academic Excellence”