

# **Hamilton R-II School District**

## Communications Plan

2022-2023



*“The Hamilton R-II School District strives to **inspire** and **challenge** students to **achieve** their full potential.”*

**3 INTRODUCTION**

**3 KEY AUDIENCES**

**4 ADVISORY TEAM**

**4 DESIRED BEHAVIORS AND ATTITUDES**

**4 PLAN FOCUS**

**5 COMMUNICATION CHANNELS**

**6 PLAN GOALS**

**10 RELATED BOARD POLICY**

## **INTRODUCTION**

The Hamilton R-II School District is committed to open, honest and ongoing communication with our stakeholders. We understand that maintaining a two-way conversation with stakeholders is essential for building relationships. These relationships are the foundation for a strong school system.

This communications plan was designed to establish a comprehensive and integrated communications process for effective communication with all stakeholders. It aligns with the district's goals and is incorporated in the Comprehensive School Improvement Plan (CSIP).

The plan is a working document that is reviewed on an annual basis by the Board of Education. It is used as a basis for the district's accountability, as well as for providing a framework for future source and budgetary consideration.

## **REACHING KEY AUDIENCES**

**The Comprehensive Communications Plan is intended to do the following:**

1. Implement a communications program that directly helps the district achieve its strategic goals.
2. Foster strong relationships with district stakeholders.
3. Provide focus and direction for messages/methods in support of the district's goals.
4. Enable the district to present itself accurately to audiences.

### **Internal Audiences**

- Students
- Certificated Staff
- Support Staff Employees
- Principals
- Administrators
- Board of Education

### **External Audiences**

- Students
- Parents
- Taxpayers of the district
- Educational Foundation
- Senior citizens
- Business leaders
- Media
- Parent-Teacher Organizations
- Civic leaders/organizations
- Legislators
- Religious leaders
- Social workers/fire/police/first responders
- New residents of the district
- Neighboring school districts

- Residents without children in district schools
- Prospective residents of the district

## **COMMUNICATION ADVISORY TEAM**

The superintendent of schools shall convene an advisory team on an annual basis for the review of the communication plan. Standing members of the advisory team shall be the superintendent and building principals.

## **DESIRED BEHAVIORS AND ATTITUDES**

Through the implementation of this plan, the following desired behaviors and attitudes are the focus:

### **Internal Audiences**

- Take pride and ownership in the district.
- Keep informed of key issues.
- Work as a high-performing organization whose employees respect customer feedback.
- Exhibit district values of **'Inspire, Challenge, Achieve'**.

### **External Audiences**

- Feel involved and engaged in their public schools.
- Exhibit community pride and trust in schools and the district.
- Support the Hamilton R-II School District through active participation.
- Support the Hamilton R-II School District through monetary measures.

## **PLAN FOCUS**

1. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Hamilton R-II School District.
2. Utilize a variety of media to maximize awareness and support of the district's goals, objectives, and programs.
3. Establish an effective employee communication plan to improve internal communication and employee engagement.
4. Achieve coordinated communications, both internally and externally, regarding safety issues and crisis management.
5. Maintain a proactive media relations program to enhance the district's image on local, state and national levels.

The following resources will be used to evaluate and measure the effectiveness of this communications plan:

- Staff survey
- Community survey
- Website hits and traffic reports
- Media coverage
- Community feedback

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels Hamilton R-II School District utilizes:

## **COMMUNICATION CHANNELS**

### **Electronic**

- District Web page
- Hamilton R-II E-mail
- School Web pages
- Superintendent Quarterly Reports
- TylerSIS Parent Portal
- Video media
- School Text Caster
- Social Media: Facebook & Twitter
- Hudl
- Radio Stations: 102.5 FM, 100.7 FM, 105.5 FM, 106.5 FM, 101.7 FM
- Television Stations: KMBC, KCTV5,

### **Communication Vehicles: Print**

- Caldwell County News
- My Cameron News
- District Newsletters
- Brochures
- Targeted mailing lists
- Class Newsletters

### **Communication Vehicles: Personal**

- Interpersonal
- School Forums
- Building Leadership Team Meetings
- Staff Meetings
- City Hall
- Administrator meetings

- Education Foundation
- Lions Club
- American Legion
- Chamber of Commerce
- Parent Teacher Organization
- Booster Club

## **PLAN GOALS**

### **Communications Goal #1**

Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Hamilton R-II School District.

#### **Strategy 1A: Engage community in two-way communication.**

##### **Action items:**

- Facilitate connections among community stakeholder groups and district administrators: religious leaders, business groups, and area legislators.
- Proceed with community forums and engagement through Town Hall meetings.
- Expand on external key communication initiatives and share information to promote education with the empty-nester group.

#### **Strategy 1B: Continue with electronic communication tools to provide information for all stakeholders.**

##### **Action items:**

- Work with Hamilton R-II Technology Department to increase parent usage of Tyler Student Information System.
- Maintain active e-mail lists of key communicator groups.
- Promote Board of Education meetings through Website.
- Implement and maintain social media tools.
- Encourage utilization of School Text Caster
- Encourage parent/teacher utilization of Remind
- Encourage utilization of rSchool for athletic/activities information

#### **Strategy 1C: Build and maintain partnerships with business and community leaders.**

##### **Action items:**

- Provide district representation for community-led meetings: Chambers of Commerce, City Hall, Lions Club, Parent-Teacher Organization, Caldwell County Coalition, Booster Club, business partnerships and senior citizen groups.

## **Communications Goal #2**

Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.

### **Strategy 2A: Use electronic, print and mass media tools to promote awareness and interest in the district.**

#### **Web**

- Implement and maintain social media tools.
- Manage one centralized public district calendar on the external site.
- Produce district report card online and coordinate electronic, video and print channels.
- Develop a process to collect/communicate the results of survey data.
- Train key personnel for effective use of district website using content management strategies.

#### **Video**

- Broadcast video/media through social networking on Facebook, Twitter and website.
- Produce video/media of Hamilton R-II special events to support internal communications.
- Create video/media (informational and educational in format) for release on website.
- Utilize instructional video/media to build awareness at the school and district levels.

#### **Print**

- Publish details about Hamilton R-II School District to increase parent knowledge of involvement opportunities within the Hamilton R-II School District.
- Publish Hamilton R-II News to reach patrons with messages targeting key goals and district finances.

#### **Media**

- Conduct media training with new building principals.
- Maintain updated news releases on the Hamilton R-II website to continuously update the constituents about district initiatives and programs.

### **Strategy 2B: Develop a process for tracking, monitoring and responding to concerns.**

- Research and define a process to effectively manage concerns from stakeholders.

### **Communications Goal #3**

Establish an effective employee communication plan to improve internal communication and employee engagement.

**Strategy 3A: Provide training for school communication teams to facilitate communication among staff and community.**

**Action items:**

- Continue group and individual training for Web content management with key personnel.
- Continue group and individual training for management of district related social media accounts.

**Strategy 3B: Provide resources for staff members and parent leaders and encourage their use in order to build connections and partnerships in the community.**

**Action items:**

- Build and maintain the Web pages on the Hamilton R-II website that will facilitate information and discussion forums among staff members.
- Continue to develop and implement new features for teacher websites.

**Strategy 3C: Increase opportunities for recognition among leaders in the Hamilton R-II community.**

- Recognize student, staff and parent achievement during Board of Education meetings.
- Recognize student, staff and parent achievement during Chamber of Commerce/City Hall meetings.

**Strategy 3D: Work with the central office personnel to coordinate clear, consistent messages to staff members.**

**Action items:**

- Create and implement a staff orientation for the communications plan.
- Hold district on-boarding for all new staff members annually.
- Offer central office procedures training for all new staff members annually.

**Strategy 3E: Provide ongoing professional development and training for staff members.**

**Action items:**

- Offer communication training to Hamilton R-II administration
- Offer training for website, social media, rSchool and Hudl usage as needed.



#### **Communications Goal #4**

Achieve coordinated communication, both internally and externally, regarding safety issues and crisis management.

**Strategy 4A: Develop and sustain relationships with local emergency management officials.**

**Action items:**

- Develop an emergency content feature on the district home page that can be updated by key safety and crisis management personnel.

**Strategy 4B: Utilize a variety of communication tactics to share information with staff and parents about safety plans and crisis management.**

**Action items:**

- Work with district nursing staff to coordinate the sharing of information about health issues with parents.
- Work with the administrative services department to provide crisis information to all staff.
- Manage and update crisis information on the district website.

#### **Communications Goal #5**

Maintain a positive media relations program to enhance the district's image on local, state and national levels.

**Strategy 5A: Build relationships with media through one-on-one story development.**

**Action items:**

- Post board minute summaries to website after each board meeting.
- Share information through press releases, briefings and photo opportunities.
- Invite press to district activities to cover events.
- Encourage staff to submit articles and photos to paper

## RELATED BOARD POLICIES

The following Board policies have relevance to the Hamilton R-II School District Communication Plan. The policies are listed by their descriptor code and title. Some policies have related procedures for implementation purposes. For further information, readers should visit the policies online at: <https://simbli.eboardsolutions.com/Policy/PolicyListing.aspx?S=51&Sch=51>

<b>Descriptor Code</b>	<b>Title</b>
BDDL	Release of Information
CH	Policy Implementation and Dissemination
CHCA	Handbooks
EBC-1	Emergency Drills
EBCA	Crisis Intervention Plan
EHB	Technology Usage
GBH	Staff/Student Relations
IGBC	Parent/Family Involvement in Instructional and Other Programs
JO	Student Records
KB	Public Information Program