

## **GOAL #4:** Create a Communications Plan for the Melrose School Committee

**Indicator of Success:** By the end of 2009-2010 school year, the committee will have drafted and begun to implement a communications plan to communicate better with the public.

### **Purpose of a communications plan:**

> To create a framework so that the school committee can both *send* school committee news and information to the public and *receive* vital community input on a variety of issues. A communications plan can increase community involvement and pride in schools and improve student achievement.

### **WHAT TO COMMUNICATE?**

- >news
- >information
- >educational updates

### **WHO TO COMMUNICATE WITH?**

- >students and parents
- >school district employees
- >Melrose residents
- >state and local officials

### **HOW TO COMMUNICATE?**

- >through technology
- >through the media
- >through public forums
- >through printed materials

### **WHEN TO COMMUNICATE?**

- >time sensitive
- >frequent
- >predictable

### **Possible Action Items:**

- Include communications as part of strategic plan.
- Coordinate all Melrose School Committee communication efforts with Superintendent's communication plan.
- Review Melroseschools.com web site to update all old information.
- Set up protocol for School Committee members and school administrators to respond to all communications from parents and residents within two business days.
- Develop regular practices for “communication out, communication in” so that there are two-way mechanisms to send and receive information:

***Communication out:***

- Twice monthly Melrose Public Schools E-newsletter with district announcements starting in October 2009.
- Increase frequency of School Committee columns in local newspapers.
- Investigate implementing master calendar for all Melrose Public Schools events on MelroseSchools.com web site.
- Fall open houses to promote Melrose Public Schools to prospective students.
- Positive-news phone calls—making good-news calls to keep parents in the loop.
- School curriculum nights with teachers.
- Include online versions of notices on school web sites. <in progress>
- Fourth-grade tours of Middle School and seventh-grade tours of High School that include a typical school day.

***Communication in:***

- Annual survey of Melrose alums, to be sent in fall 2009. Results publicized in Spring 2010.
- Twice yearly school surveys, taken before the end of the marking period. Results publicized in the next quarter to get feedback that will be valuable to teachers and administrators and Melrose School Committee.
- Include important information about communicating with the Melrose School Committee on the MelroseSchools.com web site.
- Get feedback to keep our school facilities in excellent condition -- Signs posted at all playgrounds with phone number on where to report broken equipment or vandalism.
- All letters to Melrose School Committee that are sent to the Administration office will be copied and put into members' packets.
- Survey in June 2010 to ask parents to rate improvements in school district communication.