

Communication Study Session

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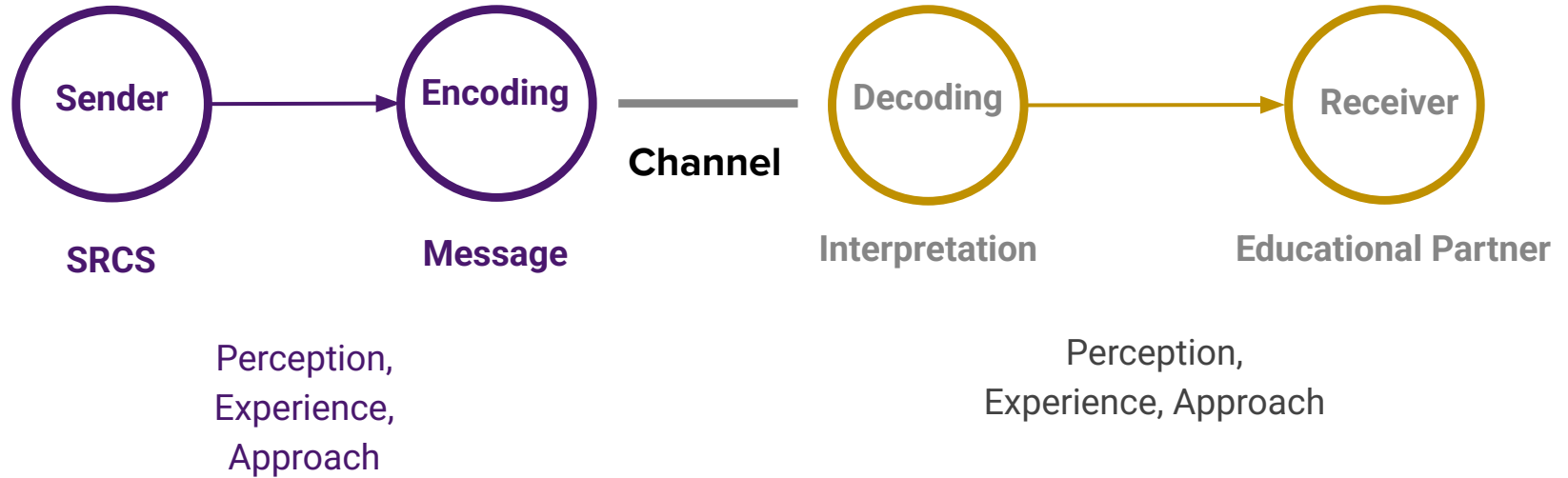
Board Strategic Priority: Communication

Santa Rosa City Schools will communicate clearly, consistently and effectively to build **trust**, **strengthen relationships**, and **engage the community** in support of student success.

Communication is a Tool

- Collaboration and cohesion
- Built on relationships
- Two-way
- Approach: What is helpful + constructive

Model of Communication



Inside-Out Communication



**Superintendent
& Board**

**Cabinet/Admin
Team**

Site Admin

**Labor
Partners/
Staff**

**Parents,
Stakeholders**

Community

Key elements

- Clear goals
- Defined audience(s)
- Differentiated messaging
- Inside-out approach
- Are we listening?

Ongoing Communication

Internal

- Leadership Connection
- All Staff Connection
- Board Meeting Memo

Families & Community



ParentSquare



Newsletter

Issues & Incidents Communication



ParentSquare



- Push Notifications
- Email
- Text
- Phone

Supporting School Communication

- Training & support in using district communication platforms
- Providing updates to be included in school newsletters
- Managing media inquiries
- Responding to & supporting incident communication

Media Relations

- Strategy/Planning
- Responding to inquiries/requests for information
- Photo permissions
- Collaboration with staff
- Interviews
- Tracking/follow up

Successes & Opportunities for Growth

Successes

- Video messages
- Internal & external communication systems
- Relationship with media

Growth Opportunities

- Consistency
- Two-way communication
- Celebrating staff & students

Separate Functions That Work Together

Communication

- Informing (telling)
- Two-Way
- Trust & Reputation

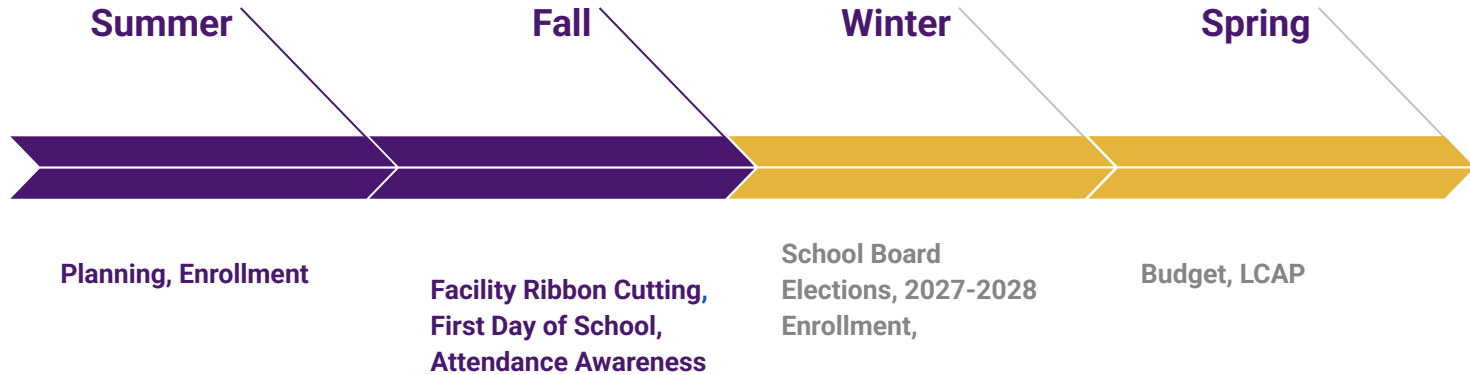
Marketing

- Advertising (selling)
- One-Way
- Action & Revenue

What we Use to Plan

- School Year Calendar (What do families need to know)
- Budget cycle
- LCAP
- Board Meeting Calendar
- School events

School-Year Communication Overview



Community Partners

Parent Organizations (PTAs, PFCs)



**SANTA ROSA
POLICE**

Student Organizations



Foundations



What Questions Do You Have