

Communication Action Plans

**as recommended by Chappaqua
Education for the Future (CEFF)**



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CEFF Focus 2016-2017

During the 2016-17 school year, the CEFF committee was charged with evaluating existing district communication structures in order to make recommendations intended to improve internal and external communication. In addition, community input on district communication practices was gathered in a series of meetings in the fall and winter of the current school year.

Following is a summary of the action plans devised by the committee.

Strategic Planning

CEFF engaged in a strategic planning process to improve school district communication during the 2016-17 school year.

Strategy

We will develop a comprehensive communication plan that optimizes existing structures while ensuring the efficient dissemination of accurate, timely, relevant information.

Note: \$50,000 budget has been allocated for this work.

CEFF Action Plans: Communication

- ▶ Implement new website platform
- ▶ Streamline communication
- ▶ Provide professional development
- ▶ Provide parent education

Action Plans #1 and #2: Implement New Website Platform

ACTION PLANS #1 AND #2: **Implement New Website Platform**

STRATEGY: We will develop a comprehensive communication plan that optimizes existing structures while ensuring the dissemination of accurate, timely, relevant information while providing opportunities to flow with the school district and to the community.

SPECIFIC RESULT: Implement a new website platform that contains modules and elements that enhance communication for all stakeholders in the school community.

#	ACTION STEP (Number each one)	Assigned To:	Starting Date:	Due Date:	Completed Date:
	Current (2016-2017)				
1.	Assemble a committee to review current communication practices and requirements				
2.	Evaluate features and functionality of new website platforms				
3.	Select a new platform along with features and functionality that will be used				
4.	Develop an implementation timeline				
	Plan #1: 2017-2018				
5.	Assemble core teams to work with various stakeholder groups to develop new system along with user guidelines				
6.	Develop and document standards of practice for communication and include procedures, protocols and guidelines for all stakeholders				
7.	Communicate standards of practice to district staff				
8.	Community outreach introducing new platform including informational meetings, blasts and mailings				
	Plan #2: 2018-2019				
1.	Provide ongoing training and professional development				
2.	Conduct an assessment of usage				

COST-BENEFIT ANALYSIS

STRATEGY: We will develop a comprehensive communication plan that optimizes existing structures while ensuring the dissemination of accurate, timely, relevant information while providing opportunities to flow with the school district and to the community.

SPECIFIC RESULT: Implement a new website platform that contains modules and elements that enhance communication for all stakeholders in the school community.

COSTS	BENEFITS
Tangible: One time setup fee – \$27,500 Annual cost - \$18,100	Tangible: Mobile First technology Dynamic Modern interface for fast content creation
Intangible: Administration of the program Meetings Ongoing training and updates	Intangible: Dissemination of information in a timely manner Greater parental awareness of what is happening in school. Customizable web page content for the user

Action Plans #1 and #2:

Implement new website platform

2017-2018

- ▶ Implement Finals site (new website)
 - ▶ Summer 2017: Begin set-up/migration
 - ▶ Fall 2017: Training and PD
 - ▶ January 2018: Go Live date

2018-2019

- ▶ Provide ongoing training and professional development
- ▶ Conduct an assessment of usage

Action Plans #3 and #4: Streamline Communications

ACTION PLANS #3 and #4: **Streamline Communications**

STRATEGY: We will develop a comprehensive communication plan that optimizes existing structures while ensuring the dissemination of accurate, timely, relevant information while providing opportunities to flow with the school district and to the community.

SPECIFIC RESULT: Communication will be improved by streamlining the sources from which school community members send and receive information.

#	ACTION STEP (Number each one)	Assigned To:	Starting Date:	Due Date:	Completed Date:
Plan #3: 2017-2018					
1.	Simplify and standardize practice re: websites at all schools <ul style="list-style-type: none"> Review and reorganize school sites to reduce clutter and redundancies 				
2.	Limit teacher sites/pages to teachers who teach grades below 7th in Finals site <ul style="list-style-type: none"> Create consistent site/page requirements for teachers Create parent user guide and video tutorials 				
3.	Limit teachers in grades 7-12 to use of Canvas courses instead of teacher sites/pages <ul style="list-style-type: none"> Create consistent requirements for Canvas usage by teachers Create/share parent user guide and video tutorials for Canvas May be less consistent in 2017-2018 as teachers learn Canvas 				
4.	After BOE policy for social media is adopted, create regulations for social media use at each level (elementary, middle and high school) for students and faculty.				
5.	Investigate & implement tools that integrate with <ol style="list-style-type: none"> after-school activities (e.g. ASE, PTA, sports) payment for various school-related activities (Use a storefront model with 1 vendor) 				
Plan #4: 2018-2019					
1.	Provide ongoing training and professional development				
2.	Conduct an assessment of usage				

COST-BENEFIT ANALYSIS

STRATEGY: We will develop a comprehensive communication plan that optimizes existing structures while ensuring the dissemination of accurate, timely, relevant information while providing opportunities to flow with the school district and to the community.

SPECIFIC RESULT: Communication will be improved by streamlining the sources from which school community members send and receive information.

COSTS	BENEFITS
Tangible: <ul style="list-style-type: none"> Annual subscription fee to Canvas - \$17,488 Annual subscription fee to Finals site - \$18,100 Training for teachers Time and materials for the creation of user guides and tutorials Time and materials for consistent interfaces of communications (e.g. school-initiated after school activities, payments) 	Tangible: <ul style="list-style-type: none"> Simplified options for communication Greater clarity, less confusion Consolidated costs from multiple vendors More secure environment for online payments
Intangible: <ul style="list-style-type: none"> Time for planning the transition Time for planning training Faculty stress related to change 	Intangible: <ul style="list-style-type: none"> Greater trust in the organization, a feeling that all parts of the system are coordinated and working together

Action Plans #3 and #4:

Streamline Communications

2017-2018

- ▶ Identify main sources of information within the district
 - Canvas (transition for 7th and 8th grade)
 - Finalsite (transition from School World)
 - Infinite Campus (integration with other platforms)
- ▶ Research communication vehicles to avoid redundancies
- ▶ Research tools for payment for school-related fees
- ▶ Create guidelines for Social Media use (Faculty and students)

2018-2019

- ▶ Full implementation of Canvas in 7th and 8th grades
- ▶ Provide ongoing training and professional development
- ▶ Conduct an assessment of usage

Action Plans #5 and #6:

Provide Professional Development

ACTION PLANS #5 and #6: **Provide Professional Development**

STRATEGY: We will facilitate/create opportunities to ensure regular school/home communication

SPECIFIC RESULT: Time will be formally set aside for faculty to focus on communication with parents, students and other faculty members.

#	ACTION STEP (Number each one)	Assigned To:	Starting Date:	Due Date:	Completed Date:
	Plan #5: 2017-2018				
1.	Develop a committee to create clear guidelines for faculty (Admin, teachers, others) communication with other faculty, students, parents and other community members. <ul style="list-style-type: none"> District and CCT will identify quarterly dates during the year when teachers should communicate with parents, using interim reports, email, and/or phone calls. Clear expectations will be established re: who should be contacted and when contact should occur. Expectations should will be set early in the year, with reminders as necessary. 				
2.	Set aside time on staff development days to include opportunities for sharing best practices around establishing and maintaining good school/home communication. <ul style="list-style-type: none"> Staff development may also include engaging an outside consultant to support teachers in establishing and maintaining effective home/school communication. 				
3.	Identify and make available technology to facilitate ongoing communication.				
	Plan #6: 2018-2019				
1.	Conduct surveys on use of protocols and guidelines				
2.	Gather feedback on professional development related to communication, revise offerings and structures for professional learning				
3.	Gather feedback on faculty/parent communication				

COST-BENEFIT ANALYSIS

STRATEGY: We will facilitate/create opportunities to ensure regular school/home communication.

SPECIFIC RESULT: Time will be formally set aside for faculty to focus on communication with parents, students and other faculty members.

COSTS	BENEFITS
Tangible: <ul style="list-style-type: none"> Staff trainer (to be determined) 	Tangible: <ol style="list-style-type: none"> Increased communication Clear expectations re: a minimum number of periodic contacts
Intangible: <ol style="list-style-type: none"> Time during staff development days Time during PD periods 	Intangible: <ol style="list-style-type: none"> Better communication between school and home Connection based on mutual support of student learning Regular intervals that parents, kids and teachers can anticipate and plan to communicate Time saved by more effective and efficient communication Enhanced social-emotional experience

Action Plans #5 and #6:

Provide Professional Development

2017-2018

- ▶ Develop protocols and guidelines
- ▶ Facilitate sharing of best practices
- ▶ Provide courses and workshops related to communication for educators
- ▶ Develop a parent handbook with faculty and parent input
- ▶ Host events to facilitate further conversation and feedback between faculty and parents (In-person, online)

2018-2019

- ▶ Conduct surveys on use of protocols and guidelines
- ▶ Gather feedback on professional development related to communication, revise offerings and structures for professional learning
- ▶ Gather feedback on faculty/parent communication

Action Plans #7 and #8: Parent Education

ACTION PLANS #7 and #8: Provide Parent Education

STRATEGY: We will develop a comprehensive education plan for school-community communication.

SPECIFIC RESULT: Establish protocols and systems for parent interaction with the school district.

#	ACTION STEP (Number each one)	Assigned To:	Starting Date:	Due Date:	Completed Date:
Plan #7: 2017-2018					
1.	Establishment of guidelines by a committee of parents, teachers, and students establishes guidelines, flowcharts, and protocols. (Reference current informal guidelines.)				
2.	Research theories and examples of guidelines for parent-school communication <ul style="list-style-type: none"> Scarsdale Model 				
3.	Community focus groups to evaluate guidelines, flowcharts, and protocols				
4.	Develop parent handbook that includes guidelines, flowcharts, and protocols. <ul style="list-style-type: none"> A flowchart for parents identifying who to contact for specific situations Protocol & guidelines for two-way communication Consistency in communication to families across the district 				
5.	Develop core content and method of delivery <ul style="list-style-type: none"> Research ready made platforms for content delivery 				
6.	Faculty/Parent Education: <ul style="list-style-type: none"> Create parent coffees, Knowledge Cafes, etc. to communicate protocols and handbook Create brief Chappaqua 'Communication mood' Professional development for faculty and administrators around communication handbook 				
7.	Track information usage and monitor access of information.				
8.	Develop system for people to make inquiries and handle incoming information <ul style="list-style-type: none"> E-mail alias Suggestion box Reddit style FAQ 				
Plan #8: 2018-2019					
1.	The program will be assessed and updated annually. <ul style="list-style-type: none"> Gather feedback on faculty/parent communication. 				

COST-BENEFIT ANALYSIS

STRATEGY: We will develop a comprehensive communication plan that optimizes existing structures while ensuring the dissemination of accurate, timely, relevant information while providing opportunities to flow with the school district and to the community.

SPECIFIC RESULT: Parents will experience more timely, relevant communication with the district.

COSTS	BENEFITS
Tangible: <ul style="list-style-type: none"> Monetary costs incurred to develop and maintain web site and search engine. (To be determined, connected to cost for Finals site.) Food and coffee for meetings Cost of website/Reddit like site 	Tangible: <ul style="list-style-type: none"> Increased efficiency in allocating resources (staff and time) Reduced time demands on staff Reduced time to acquire answers to inquiries (on user's part) Metrics on frequencies and categories of inquiries Happy, fed and caffeinated committee attendees
Intangible: <ul style="list-style-type: none"> Time of faculty/parents/administrators Time of coordinator of project Creation of digital handbook Digital distribution of handbook Research platforms for communication delivery and community education 	Intangible: <ul style="list-style-type: none"> Parents feel "in the loop" Staff and parents better informed regarding flow of information Increased effectiveness and efficiency of communication Effective, pro-active communication with families Ease of access and education to communication handbook Timely, bi-directional communication between school and parents. Clear expectations of communication. Broaden community engagement and feedback to a wider set of stakeholders Stakeholders access to first level information and routing to appropriate staff member

Action Plans #7 and #8: Parent Education

2017-2018

- ▶ Develop a parent handbook
- ▶ Facilitate events to facilitate further conversation and feedback (In-person, online)

2018-2019

- ▶ Gather feedback on faculty/parent communication

Evaluation

(Ongoing 2017-2018 school year)

- ▶ Data analysis
 - Surveys
 - Usage
 - Focus groups
- ▶ CEFF meetings

Plans for 2018-2019 school year will be revised,
based on the results of the evaluation.