
*To implement a systematic communication plan that fosters collaboration among
our students, staff, parents and the community.*

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Strategy 1 We will utilize effective communication practices to promote understanding, support and involvement of our families, community and staff.

Action Steps

1. **Create a branding image that reflects the district commitment to excellence in teaching and learning and conveys a desired and unique image; publications reflect professionalism and quality**
 - a. During August In-Service team building activity to 'brand' KASD. Two contenders were "Dream Believe Succeed" and "Care Motivate Inspire"
2. **Establish a district-wide plan of consistent communication (i.e. digital and print)**
 - a. Recommend bi-annual newsletter to be mailed to KASD residents
3. **Hire a designated marketing person**
 - a. There is a need for a public relations person to coordinate, oversee and focus on promoting and advocating for our district. Additional funds are needed for promotional materials and/or consultation regarding public relations.
4. **Implement two-way communication to create a more efficient, well informed staff**
 - a. Weekly Update from Superintendent
 - b. Weekly Update from administrators to staff (calendar, email, etc)
 - c. Team Leaders share notes and information from meetings
5. **Investigate viable calendar options and establish a process and procedure to update calendar(s)**
 - a. One comprehensive calendar will be used on the website by Fall 2015
 - b. Research print calendar
6. **We will increase the use of social media as a communication tool**
 - a. Increased the use of social media (ie added Instagram and linked FB, Twitter, and Instagram)
 - b. Provide professional development to train staff in the use of social media
 - a. Budget for promotional tools (ie Instagram link on website)
7. **We will improve the use of technology and media to improve internal and external communication**
 - a. A Survey will be sent to staff to add to the list of events/activities to be put into a PR schedule

Strategy 2 We will develop communication policies, procedures and processes for the Kiel Area School District.

Action Steps

1. Work with NEOLA to develop the necessary policies, procedures and processes

~~**Strategy 3** We will improve the use of technology and media to improve internal and external communication.~~

Strategy 4 We will increase student educational experiences and expand citizenship opportunities with businesses and organizations in the community.

Action Steps

1. A committee comprised of students, staff and community members will generate and develop community involvement opportunities
2. District will participate in the Kiel Chamber of Commerce
3. Create community partnerships to provide authentic learning opportunities
4. Devise a plan to share the opportunities for community based learning and citizenship activities

~~**Strategy 5** We will increase the use of social media as a communication tool~~

Strategy 6 We will provide staff professional development on public relations and customer service for all Kiel Area School District employees and Board of Education members in order to positively promote the school district and enhance relationships with our internal and external partners.

Action Steps

1. Training in the use of social media as a professional tool
2. Customer service training
3. Training on effective communication protocol
4. Public relations training as advocates for KASD
5. Increase staff participation at school board meetings
6. Develop a parent-school advisory committee represented by all stakeholders
7. Create building level partnerships across the district