

LEE COUNTY **INTERNAL/EXTERNAL** COMMUNICATION

We will know we are successful when:

- The Lee County School District has developed a clear and consistent communication plan for the Lee County School District. The plan will be transparent and will represent a strategic and intentional communications process for **INTERNAL** and **EXTERNAL** communications for Lee county Schools.

INTERNAL/EXTERNAL DAILY-WEEKLY COMMUNICATION

<u>WHAT</u> COMMUNICATION	<u>WHO</u> NEEDS TO KNOW IT	<u>HOW</u> COMMUNICATED	<u>WHEN/HOW OFTEN</u> COMMUNICATED	<u>WHO</u> IS ON POINT	EVIDENCE/DOC UMENTATION	EXPECTED IMPACT
Leadership Team Agenda/Minutes (Action Plan)	Principal, Teachers, ADMIN Team, BOE	Email/Staff meeting	Weekly	Mr. Evans/ Principals	Emails/ Agenda for Staff Meeting	Teacher/ Staff ADMIN Team/ BOE informed
Daily Activities/ Programs/ Celebrations/Field Trips	Teachers/Staff/ Students/BOE	Emails/Memo/ Intercom	Daily	Determined by School/School Discretion	Emails	Teacher/ Staff/BOE informed
Staff Meetings/ Upcoming events/ Alter in	Teachers/Staff/ Students	Emails/Intercom/ Monday Message/ Friday Focus /Staff	Daily/Weekly/as needed	Determined by School/School Discretion	Emails/ Monday Message/	Teachers/ Staff/ Students

<p>schedule/school day/ After school meetings/Plan period meetings</p>		<p>Meeting</p>			<p>Friday Focus/Staff Agenda</p>	<p>Informed</p>
<p>Safe School info: Fire/Earthquake/Lock Down, ETC.</p>	<p>Teachers/Staff/ Student</p>	<p>Email/Intercom/ Staff/Student Handbook/School Messenger - As Needed</p>	<p>Daily/Weekly/ As – Needed</p>	<p>Determined by School/School Discretion</p>	<p>Email/Safe School Reports/ Board Reports</p>	<p>Safe School Environment</p>
<p>Student Success/ Celebrations</p>	<p>Teachers/Staff/ Students/BOE/ Community</p>	<p>Email/Intercom/ Assemblies/School Newsletters/School Web Page</p>	<p>Weekly/As Needed</p>	<p>Determined by School/School Discretion</p>	<p>Emails/ School Newsletter/ Web Page</p>	<p>School/ Community Culture/ Relationship Building</p>
<p>PLC Meeting Agenda/Minutes PLC Principal Feedback/ Lesson Plan Feedback/ Walkthrough Data Feedback/ (Principal/District/ PETLL)</p>	<p>Principal/Teachers/ ADMIN Team</p>	<p>Email/Monday Message/Friday Focus/ PLC Minutes/ Individual Walk- Through Email/Face to Face Feedback/ PETLL Feedback</p>	<p><u>Weekly</u></p>	<p>Determined by School/School Discretion</p>	<p>Email/PLC Minutes/ PLC Agenda/ Leadership Team Agenda/ Action Plan/ Walk- Through Instruments</p>	<p>Teachers/ ADMIN Team informed on Instructional Expectations and Practices/ Building Capacity in PLC</p>

INTERNAL/EXTERNAL MONTHLY COMMUNICATION						
<u>WHAT</u> COMMUNICATION	<u>WHO</u> NEEDS TO KNOW IT	<u>HOW</u> COMMUNICATED	<u>WHEN</u> /HOW OFTEN COMMUNICATED	<u>WHO</u> IS ON POINT	EVIDENCE/DO CUMENTATION	EXPECTED IMPACT
School Improvement Plan (30-60-90-120-150-180)	Teachers/Staff/ BOE/ Students/ Parents/ Community Partners	Email/Staff Meeting/School/ District Web Page	<u>Monthly</u>	Determined by School/School Discretion	Email/Sign in Sheet/ Agenda/ School Improve- ment Binder	Teachers/ Staff/BOE/ Students/ Parents Consistently Informed
Monthly School Calendar of Events	Teachers/Staff/ BOE/ Students/ Parents/ Community Partners	Email/District/School Web Page/School Newsletters	<u>Monthly</u>	Determined by School/School Discretion	Emails/ Web Pages/ Newsletters	Teachers/ Staff/BOE/ Students/ Parents/ Community up to date on Daily/ Weekly Events
Superintendent Monthly Email/"Fast Five"/District Focus/ Goal for the Month/ Topics of Board Meeting/Board Decisions	Teachers/Staff/BOE/ Administration	Email/Web Page/ District Wide Newsletter	Monthly	Mr. Evans	Emails/ Newsletters /Web Page	Teachers/ Staff/BOE/ ADMIN Informed

Board Meeting Minutes	Teachers/Staff/Students/Parents/Community	Web Page	Monthly	Mr. Evans/Sharron Adams	Web Page	Teachers/Staff/Students/Parents/Community kept up to date and informed
Rotating Board Meeting at each School in District	Teachers/Staff/Students/Parents/Community/BOE	Web Page/Calendar/Newspaper	Monthly/set annually Begin in January 2013	Mr. Evans/Sharron Adams	Web Page/Calendar/Newspaper	Teachers/Staff/Students/Parents/BOE/Community kept up to date and informed/ allows Opportunities to communicate vision/mission of the school/District
SBDM Agenda/Minutes	Teachers/Staff/Central Office/BOE/Parents/Community	School Web Page	Monthly	Determined by School/School Discretion	Websites	Teacher/Staff/CO/BOE/Parents/

Monthly Breakfast with Superintendent	Parents/Community	District Web Page	Monthly	Mr. Evans	District Website	Community informed Parents/Community stay informed
Regularly update of Teacher Websites	Principal/Students/BOE/Parents/Community	Teacher Websites	Monthly	Teachers	Teacher Websites	Students/BOE/Parents/Community Stay Informed
Regularly update of District/School Webpage	Teachers/Staff/Students/Parents/Community/BOE	District/School Web Page	Monthly/As Needed	Determined by School/School Discretion/Central Office Staff/Stephanie Flinchum	District/School Web Page	Teachers/Staff/Students/Parents/Community/BOE informed

INTERNAL/EXTERNAL QUARTERLY COMMUNICATION						
<u>WHAT</u> COMMUNICATION	<u>WHO</u> NEEDS TO KNOW IT	<u>HOW</u> COMMUNICATED	<u>WHEN</u> /HOW OFTEN COMMUNICATED	<u>WHO</u> IS ON POINT	EVIDENCE/DOCUMENTATION	EXPECTED IMPACT
School Improvement Plan (30-60-90-120-150-180)	Teachers/Staff/ BOE/ Parents/ Community/ Leadership Team	Email/Staff Meeting/School Web Page	Quarterly	Determined by School/School Discretion	Email/ Sign In Sheet/	Teachers/ Staff/ Parents/

Quarterly Report (High School Only)	<u>ALL</u> stakeholders/ Commissioner of Education	Email/Staff Meeting/ School Web Page	Quarterly	Principal/ A-Team	Agenda/ Minutes Quarterly Report	Community Partners Informed All stakeholders Stay informed
Honor Roll Students Published in Paper	Students/Parents/ BOE/ Community	Newspaper/School Web Page	Quarterly	Determined by School/School Discretion	Newspaper	Students/ Parents/ BOE/ Community informed of student success

INTERNAL/EXTERNAL ANNUAL COMMUNICATION

<u>WHAT</u> COMMUNICATION	<u>WHO</u> NEEDS TO KNOW IT	<u>HOW</u> COMMUNICATED	<u>WHEN</u> /HOW OFTEN COMMUNICATED	<u>WHO</u> IS ON POINT	EVIDENCE/DO CUMENTATION	EXPECTED IMPACT
Open House(s) State Testing K-PREP EXPLORE PLAN	Teachers/Staff/ Students/Counselors/ FRC/FRYSC Partners, Parents/Community,	Email/Monday Message/ Friday Focus/ Intercom/	Annually	Determined by School/School Discretion	Email/Sign in Sheet/ Data Analysis/	Teachers/ Staff/ Students/ Parents/

ACT EOC	BOE/ ALL Stakeholders	Staff Meeting/ District/School Web Page/Newspaper			Web Page/ Newspaper	Community/ BOE all Consistently Informed on progress of students
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LEE COUNTY DISTRICT COMMUNICATION PLAN REVIEW PROCESS

1. Lee County District Communication Plan shall have (2) reads: (First reading will be by the Communication Committee on Thursday, October 4, 2012. Second reading will occur at the Board Meeting on October 9, 2012.)
2. Lee County District Communication Plan shall be utilized to develop individual School Communication Plans. (Each school will have until February 1, 2013 to complete and implement individual School Communication Plans.)
3. Lee County District Communication Plan shall be communicated by e-mail, staff meeting, and posted on the District/school website.
4. Lee County District Communication Plan shall be reviewed Quarterly.
 - During Quarterly review, the document shall be highlighted green to indicate effectiveness.
 - Highlighted yellow to indicate partial implementation.
 - Highlighted red to indicate this strategy is not working
5. Effectiveness of the communication plan will be determined through survey of stakeholders at end of the year to determine need for improvement.