

Sample Elementary School Communications Plan

STRATEGY	PURPOSE	TIMELINE	AUDIENCE	PERSONS RESPONSIBLE
School newsletter	School news, events, dates, and learning tools will be compiled and distributed to keep stakeholders updated	Monthly	Staff, students and parents	Administration
Teacher newsletters	Update parents on curriculum and instruction news in the classroom	Weekly	Parents	All teachers
School sign	Change message regularly to reflect upcoming events and important school information	Ongoing	Staff, students, parents and community	Administration, assigned school staff
Community bulletin board in school foyer	Post important community and school information for parents and stakeholders to review and make note of	Ongoing	Staff and parents	Administration and teachers
School website	Keep current and vital school information updated on the website with curriculum news and email links (with phone numbers) for all teachers	Ongoing	Staff, students, parents, prospective students and their families	Administration, webmaster, all teachers
School Messenger	Mass calling system to notify parents of events at schools	Weekly	Parents	Administration and teachers

Media (print and electronic)	Networking with media venues to keep community abreast of newsworthy events and information	As needed	Parents and community	Administration, assigned school staff
School-wide fliers, memos and other materials sent home when necessary	Announcements/reminder of important dates and information	As needed	Students and parents	Administration
School handbook	Update and distribute at the beginning of the year to outline school procedures and expectations for the year	Annually	Teachers, students and parents	Administration and all teachers
Staff handbook	Communicate updates of policies and procedures relevant to staff	Annually	Teachers	Administration
Open house/curriculum night	Grade level meetings to introduce parents to a new school year and curriculum procedures for success	Annually	Parents and students	Administration and all staff
Parent-teacher conferences	Individual meetings to discuss student progress and academic growth	As needed	Parents	All teachers
Student progress reports and report cards	Communicate successes and challenges to parents and families	Quarterly	Parents and students	All teachers
Teacher phone calls	Communicate with parents on urgent matters or matters that require more personal interaction	As needed	Parents	All teachers

Graded work, tests and assignments sent home	Keep students and parents updated on academic progress within the classroom	Ongoing	Parents and students	All teachers
Teacher messages entered in student's folder/agenda	Inform parents of pertinent information not included in weekly newsletters	As needed	Parents	All teachers
Staff meetings	Open communication with staff regarding news, updates, professional development, and school-wide calendar	Monthly	Teachers	Administrators
Grade level team meetings	Teachers meet to discuss curriculum issues/concerns and student data	As scheduled	Administration, teachers, and students	Administration and all teachers
School improvement team meetings	School financial, administrative, and professional development concerns/decisions discussed	Monthly	Teachers, parents, and community	Administration and teacher team members
Local School Council meetings	Parent, staff and business/community representatives meet with the principal to discuss ways to impact student achievement and success in school; minutes posted on website	Monthly	Parents, students and community	Administration and LSC members

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