

Woodbridge School District

Superintendent and Administrative Team

Communication Plan

WBOE Update - April 21, 2020

Overview and Purpose

Educational communication is a planned, systematic management function. It is designed to help improve the programs and services of the school and district. It involves both *internal* and *external* publics with the goal of providing vital information in real time as well as stimulating a better understanding of the role, objectives, accomplishments and needs of the school district. Communication assists in interpreting public opinion in order to identify and help shape policies and procedures for the benefit and interests of all students.

Identified Key Publics

Internal Publics

- Certified staff
- Administrative team and office staff
- All other support staff including teaching assistants, facilities, food services, nurses, etc.
- Students
- Board of Education

External Publics

- Parents and families of current Woodbridge students
- Woodbridge residents and taxpayers without children in school
- Elected officials
- Other town departments
- Contracted services providers
- News media
- Agencies and professionals in the field

Communication Efforts in Woodbridge

Public Served	How	By Whom
<i>Internal:</i> Teaching/Prof Staff	Daily direct contact and ongoing conversations; high visibility in classrooms and on campus; written updates and emails; <i>Welcome Back</i> packets; side-by-side development and participation in Prof Learning (PD); support and allocate resources for teacher initiated projects; allocate resources for professional improvement and development	Superintendent and Administrative Team
<i>Internal:</i> Support Staff	Regular interactions with teaching assistants, office, custodial and cafeteria staff; Prof Learning for TA's; updates and briefings with health office staff; informal and formal facilities inspections; back-to-school meetings and updates that continue through the year	Superintendent and Administrative Team
<i>Internal:</i> Administrative Staff	Daily personal contact and briefings; weekly cabinet meetings; telephone and email conversations; goal setting, coaching, support and supervision	Superintendent and Administrative Team

Internal: Students	High visibility to students in classrooms and special areas of BRS; evening activities; community activities; direct participation with students in school activities; instruction to students; provide <i>Parent Student Handbook</i>	Superintendent and Administrative Team
Internal: Board of Education	Ongoing conversations via email, telephone, in person; written weekly <i>Board Updates</i> ; attendance and participation at all Board meetings including committee meetings; ongoing meetings with Board Leadership; informal contact at town and school events; <i>Superintendent's Beautification Committee, Ad Hoc Safety Committee, Ad Hoc Budget Task Force</i>	Superintendent
External: Parents of Current BRS Students	District/School Website, high visibility and personal contacts at school and town events; regular <i>Superintendent's Update for Parents</i> ; periodic letters, email blasts and <i>Swift K-12 Alert</i> notifications; allocate resources for comprehensive <i>Parent-Student Handbook</i> ; periodic <i>Superintendent's Parent Academy</i> to explain and explore instructional programs; annual budget presentation; periodic formal parent surveys and data collection; <i>open door</i> and <i>open email</i> access; attend meetings and work personally with PTO leadership for the betterment of the school through many projects and initiatives	Superintendent and Administrative Team
External: Woodbridge Residents and Taxpayers Without Children in School	High visibility and informal contact at town-wide events such as Bethwood League, summer concerts, rotary, hikes in the woods; annual published education report – <i>The Bridge</i> – delivered to every household and business in Woodbridge; televised public meetings; local news media accounts	Superintendent
External: Elected Officials	Hold monthly meetings with Woodbridge first selectman and Town Finance Director; participate in town meetings; attend state meetings regarding education in Connecticut (<i>CAPSS Assessment/Accountability, Legislative, Innovation, Small Districts, Water Safety Task Force</i>); active member in state superintendents' organization that influences state policy and programs; contact with state and national representatives as needed	Superintendent
External: Other Town Departments	Close and regular contact with Public Works, Building, Police, Fire, Library and Recreation Departments; collaborative projects with <i>Woodbridge Public Library, Massaro Farm, Historical Society</i> and more; Ad Hoc Building Committee (project spanned more than three years) involving numerous personal interactions and involvement with various town departments; Recreation Department offices and many of the department's activities are housed at BRS and require the cooperation and collaboration of school district; active participant in BOWA councils and initiatives	Superintendent Administrative Team and Other Identified Staff

<p>External: Contracted Service Providers</p>	<p>Personal involvement at all levels with heads of operations of the BRS Building Upgrade project; service providers have direct access to the district office as needed; personal involvement with our largest service provider – ACES</p>	<p>Superintendent and Administrative Team</p>
<p>External: News Media and Internet Audience</p>	<p>Ongoing direct conversations with news media representatives as needed; interviews and placement of news items with our media partners <i>Woodbridge Town News, Woodbridge Events, Orange-Milford Bulletin, BethWood Patch, and Channel 8</i>; comprehensive, layered district website accessed by thousands of people each year (locally, nationally and internationally); YouTube uploads highlight district</p>	<p>Superintendent</p>
<p>External: Interagency Communication</p>	<p>Highlights: Partnerships with educational organizations include <i>Columbia University Teachers College</i> with which we are an “affiliated” school that provides us a higher level of professional learning; <i>Yale</i> art museums; state- wide mathematics consortium; numerous state and national professional associations in educational specialties</p>	<p>Superintendent Administrative Team and Certified Staff</p>
<p>Internal and External: <i>Crisis and Emergency Communication</i></p>	<p>With the overriding goal the safety and security of our children and staff, a crisis/emergency communication plan is in place. Specific actions to be executed by identified staff members are part of the procedures. The plan also includes regularly scheduled preparedness drills. When initiated, communications are set in motion that involve internal audiences at BRS, other Town departments, transportation services, parent notification through <i>Swift K12 Alert, eNotify</i> and other methods, and appropriate additional communication</p>	<p>Superintendent Principal and Other Identified Staff</p>

Faculty Communication

In addition to Superintendent and Administrative Team communication, members of the faculty communicate with internal and external publics with the express intent to stimulate better understanding of the school and programs as well as to meet the needs of individual children. Many of these communications overlap those of the Superintendent/Administrative Team. In the special education realm, PPT’s and 504 meetings play a vital communication role in assisting parents to better understand the needs of and services for their children.

Web Site Activity

Website	How	By Whom
WEBSITE <i>External:</i> Parents, Woodbridge Residents and Internet Audience	New website launched fall 2019 <i>More mobile device friendly</i> <i>“High demand” items front and center</i> <i>Faculty/Staff Directory</i> <i>Calendar</i> <i>District Info</i> <i>Cafeteria</i>	Superintendent Principal and Other Identified Staff
WEBSITE <i>External:</i> Parents, Woodbridge Residents and Internet Audience	Website Stats July 1, 2019 to April 13, 2020 New Users – 19,164 vs 16,864 13.64% Users – 19,929 vs 17,940 11.09% Page Views – 99,918 vs 110,093 -9.24% <i>Time on Site Average – 2 Minutes 18 Seconds</i>	Superintendent Principal and Other Identified Staff

Parent/Family Perspectives on Communication

2019 Panorama Parent/Family Survey

*I am satisfied with the way the school communicates with parents. **85% favorable***

2017 Principal Survey on Communication

*Do you prefer paper or digital messages? **11 responses – all for digital***

*What is your preferred frequency of messages? **6/weekly, 3/2x month, 2/monthly***

CABE Communication Recognition

- ❖ 2019 – BRS Flip Calendar; *Honorable Mention* – Strategic Plan, Parent/Student Handbook
- ❖ 2018 – BRS Flip Calendar, Parent/Student Handbook
- ❖ 2017 – Principal’s Electronic Newsletter
- ❖ 2016 – Meeting Presentations on YouTube; Parent/Student Handbook; *Honorable Mention* – BRS Flip Calendar and Early Childhood Education Presentation
- ❖ 2015 – Parent/Student Handbook; Computer Generated Project BOF/BOS 2015/16 Budget Presentation; *Honorable Mentions*: Orientation for Visiting Tri-State Mathematics Committee, 2015/16 WSD Calendar and *The Bridge* Annual Education Report
- ❖ 2014 – Superintendent’s Parent Updates; Parent/Student Handbook; 2013 CMT Results Presentation to BOE; Common
- ❖ Core State Standards & SBAC Presentation to Parents; 2014/15 Budget Presentation to BOS/BOF; *Honorable Mention: The Bridge*
- ❖ 2007 – Budget Presentation – Education for Right Now and Tomorrow
- ❖ 2006 – Parent/Student Handbook; Computer Generated Project; Budget Presentation to BOS/BOF
- ❖ 1997 – *The Children’s Guide to Woodbridge*

2018-20 Communication Additions/Changes

External: Parents	Powerschool On-line Registration - replaces paper forms Online registrations for new students Online forms and contact information updating for returning students	Superintendent Principal and Other Identified Staff
External: Parents	Swift K12 Alert - replaced Honeywell Instant Alert Integrated with our SIS Powerschool (<i>information updates in Powerschool within 12 hours</i>) Cost savings to district and offers messages in a families native language Same system used in Bethany, Orange and Amity	Superintendent Principal and Other Identified Staff
External: Parents	Parent Monthly Coffee and Conversation	Principal
Internal and External	Initiate Social Media: Instagram (156 followers and 236 posted pictures)	Principal
External: Community	Monthly Woodbridge Town News Education Article from Superintendent	Superintendent

REFLECTION AND SUMMARY

In summary, the Woodbridge School District Superintendent/Administrative Team provide comprehensive and ongoing communication that reaches a variety of publics both inside and outside the school district. The modes and frequency of communication are similar to area and DRG B school districts and provide reliable and predictable methods to stakeholders. The comprehensiveness (list), positive parent perception, and recognition (CABE) of current communications confirms the effective and user friendly nature of efforts. Areas for changes and considerations will provide continuous improvement as well as enhance areas not yet utilized.