

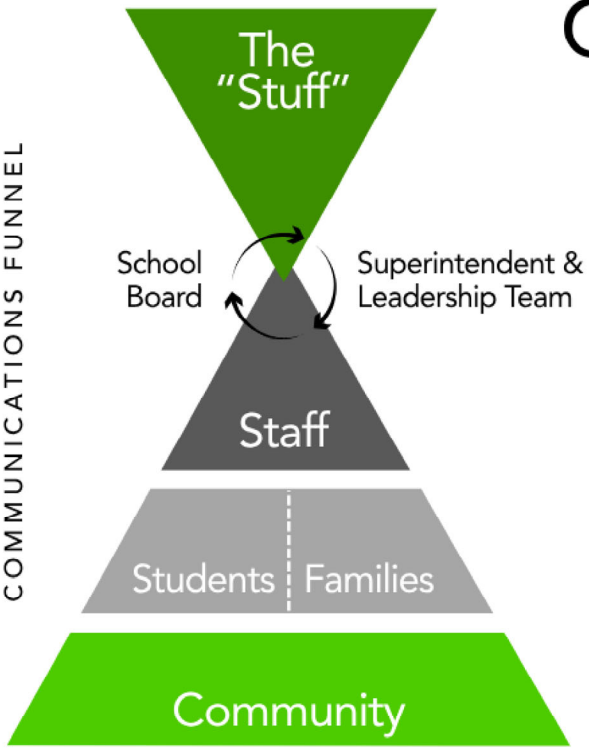
CLEAR MODES OF COMMUNICATION

Our internal and external communication plans focus on delivering clear and timely information that creates meaningful opportunities for staff, families, students, and community members to engage with MSD.

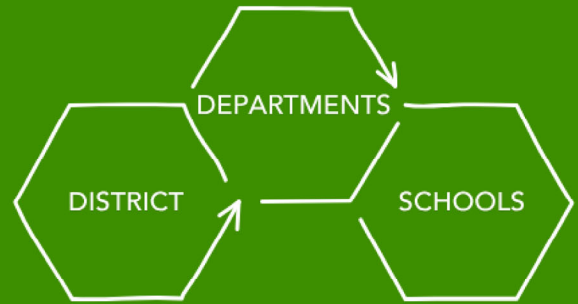
WHAT does communication look like?

Method	Description	Sender	Frequency
Board Bulletin	Keeps school board members informed and connected between meetings with timely updates, follow-up information, media coverage, and upcoming events.	Superintendent's Office	Weekly
LeaF Bulletin	Provides leaders and office staff with key department updates, resources, messages to pass along, deadlines, and action items in one place.	Teaching & Learning Department	Weekly
In-Person Meetings	In-person meetings provide us with time for face-to-face interactions to collaborate and calibrate as leaderships teams, departments and schools.	Leadership Teams, Department Leads, Principals	Ongoing
MSD Motivators	A staff recognition program that encourages employees, families, and students to nominate someone who makes a positive difference at MSD. Motivators are celebrated districtwide and highlighted by schools and departments on social media.	Communications Department	Monthly
Grow with MSD	Grow with MSD provides one place for staff to access professional learning opportunities designed to strengthen skills and support professional growth.	Teaching & Learning Department	Quarterly
MSD Insider	Provides staff with superintendent updates, district progress, upcoming events, and key information connected to district priorities.	Superintendent's Office	Monthly
MSD Minute	Provides families, staff, and the school board with a monthly overview of district updates, events, and key information.	Superintendent's Office	Monthly
School Newsletters	Provides families with timely, school-specific updates, events, and opportunities to stay connected and engaged in their student's school experience.	Schools	Monthly
Family Outreach	Schools engage families through registration, conferences, open houses, and dedicated learning events designed to strengthen two-way partnerships.	Schools	Ongoing
Community Outreach	Participation in community outreach allows family liaisons and schools to connect with families in person, increasing access to Medford schools, resources, and more than 200 community partners.	Family/Community Outreach Team	Monthly
Social Media	Shares timely updates, celebrations, and highlights from across MSD with students, staff, families, and the community.	Schools, Communications Department	Daily
Website	The MSD website provides staff, families, students, and the broader community with timely and accessible information about district priorities and progress.	Schools, Communications Department	Ongoing
Media	Local media shares district news, updates, and information with the public, helping provide community members with greater awareness of district priorities, stories, and events.	Communications Department & Media Outlets	Periodically

COMMUNICATIONS FUNNEL



WHO delivers the message?



HOW are messages shared?

- Face-to-Face
- Calls, Emails, and Texts
- Newsletters and Feedback Surveys
- Website and PeachJar