

**Susquehanna Township School District
Strategic Communication Plan
2017 – 2020**



**Dr. Tamara Willis, Superintendent
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Our Mission:

The Success of Every Learner.

Our Vision:

World Class. Every Day. In Every Way.

Core Values:

Every learner deserves a world class education.

We will be a leader in innovation and technology.

The learning environment must be safe and supportive.

Our diversity is our strength.

Community partnerships are vital to our success.

We will act ethically at all levels of the organization.

Beliefs:

High expectations – We believe that each individual, whether student, teacher, support staff member, parent, school director, administrator, community member, or anyone who is connected to the district should reach for and demand high expectations.

Individualized – We believe in recognizing individualism in everyone and meeting the needs and goals of everyone through each one's uniqueness.

Responsibility/Accountability – We believe everyone (all stakeholders) must be held accountable and responsible for their part in the success of every learner.

Elevating Educators – We believe that the members of our district staff all play a valuable role in the success of every learner and must play a part in our planning through input and performance and celebrating the accomplishments and success of each of them.

Data-Driven – We believe we must make decisions based on fact using data throughout the entire realm of our educational system.

Introduction

This plan will serve as a guide for Susquehanna Township School District's communication strategies for the 2017-18 school year through the 2020-21 school years. It will ensure the communication efforts align with the district's strategic plan goals and will guide the district as it communicates key messages effectively to all of its stakeholder groups and audiences.

How We Communicate

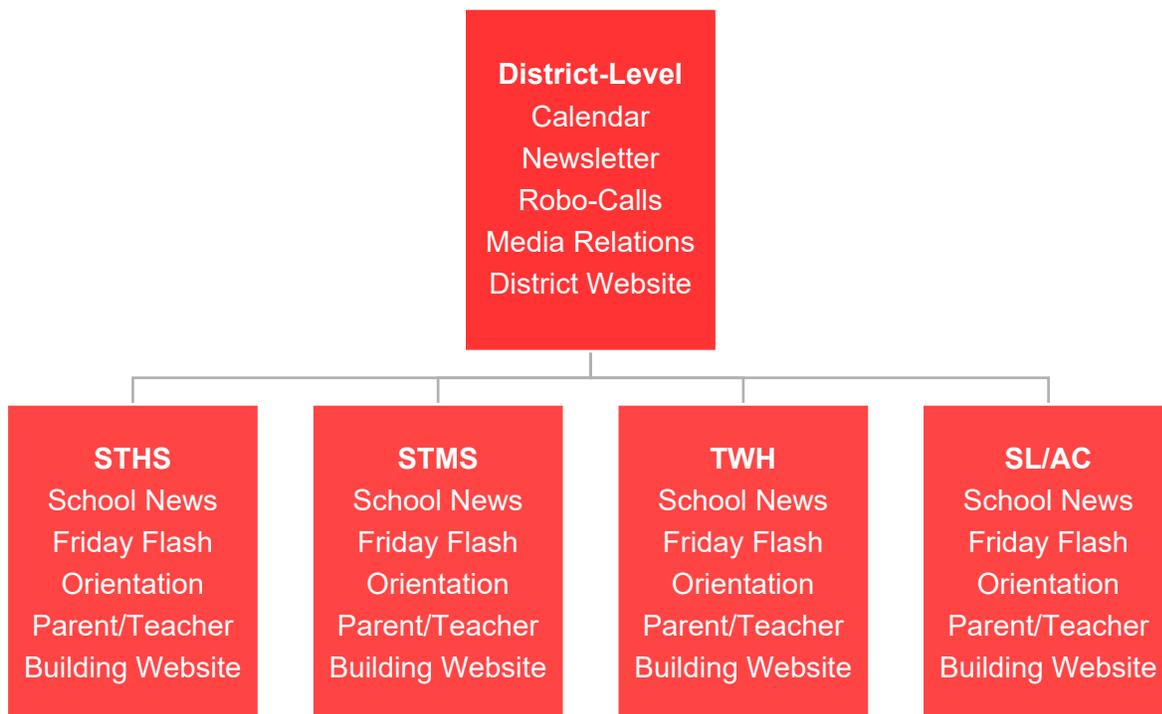
STSD administrators, teachers, administrative leaders, and district office staff have multiple communication channels available. The types of communications may be separated into two purposes: job-related communication and Leadership Communications.

Leadership Communication Methods

- Staff meetings
- External outreach
- Print materials
- Hold messages
- Recognition events
- Community/Business Outreach

Job-Related Communication Methods

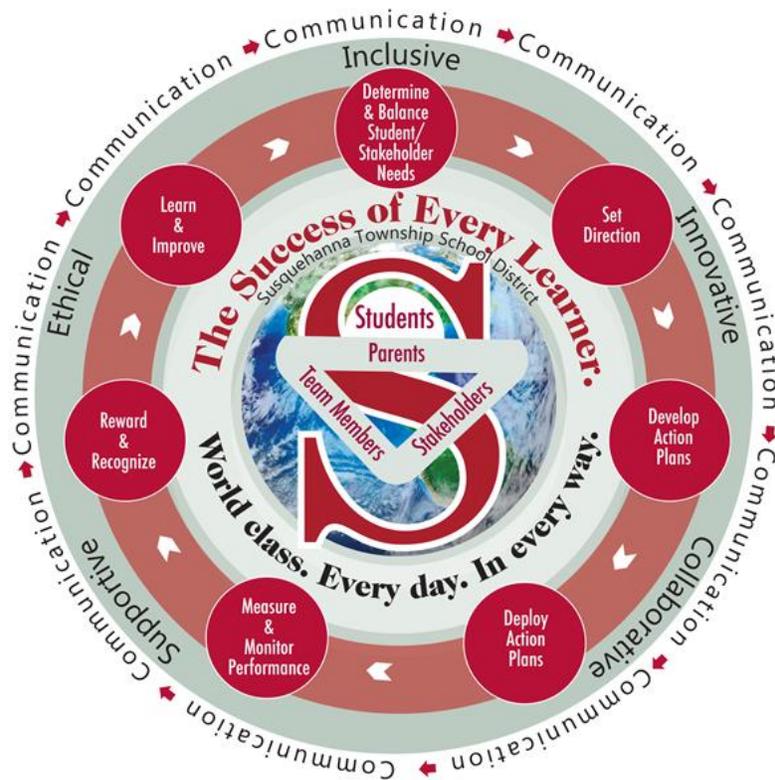
- Staff meetings
- Employee Portal
- Parent communications
- Faculty meetings
- Friday flash
- Parent reminders



Target Audiences

The STSD Leadership Model ensures that the district communicates continuously with all stakeholder groups, both internal and external.

Internal Stakeholder Audiences	External Stakeholder Audiences
Students	Parents
School Board of Directors	Government agencies/ elected officials
CORE Team Members	Post-secondary schools
Department directors	Alumni Association
Supervisors/Coordinators	Volunteers, PTO/PTA, Booster clubs
Principals	Eligible students not currently enrolled
Teachers	Community partners
Association leaders	Vendors
Paraprofessionals/ Other Aides	Foundation members
School nurses	Realtors
Counselors	Business partners
Phycologists/ Social Worker	Law enforcement representatives
Support Staff	New media representatives
Students	Retired staff



Leadership Model

Key Messages

The following key messages should be conveyed to targeted internal and external stakeholders:

Susquehanna Township School District Administrative Leaders ...

- Want internal and external stakeholders to recognize that the school district and all of its employees are committed to the mission, vision, values, and beliefs of the district;
- Want to meet the communication needs of those stakeholders;
- Are taking steps to enhance communication with stakeholders;
- Will improve the flow of information to and from those stakeholders;
- Understand that effective two-way communication is based on building relationships with those stakeholders;
- And will strive to engage stakeholders to facilitate a better understanding of school district operations and issues.

In maintaining the commitment to the mission, vision, and values of STSD, we will strive to ...

- Provide a world class education and support a diverse student and community population;
- Maintain an environment that is safe and conducive to learning;
- Value the concept of community school and strive to be a community school district;
- Demonstrate transparency and high ethical standards.

Ongoing Communication Efforts

Media Relations

STSD works to publicize our school district's good news, events, activities, and awards. A strong relationship with the media is also important in promoting district, student, and staff accomplishments.

Community relations and outreach

This area of focus is designed to build support and reach out to the greater Susquehanna Township community. Our district is unique in that the school district and municipality borders are the same. We want to work with community groups, service clubs and organizations, and business leaders to recruit and promote involvement.

Crisis communication and management

STSD communications staff provides counsel to schools and district leaders to resolve crisis situations and/or emergencies, which includes the use of parent letters, talking points, and key messages.

Susquehanna Township School District Website

The district's website, www.hannasd.org, is inclusive source of information about district and building-level events, programs, policies, resources, and activities.

Communications Objectives

Alignment with the Strategic Plan

The purpose is to develop a communication plan and program that is aligned with the district's strategic plan. District communications will be integrated into the strategic plan and deployed in a manner that will support the district's strategic objectives ...

- Improve relationships with stakeholders
- Create an environment to accomplish its mission and improve the district
- Interact with and engage the community in the district
- Plan for and manage the district's resources effectively and responsibly
- Continuously improve facilities
- Assure the safety of all students, team members, and visitors
- Continuously improve academic performance and the social and emotional development of all students
- Improve recruitment, development and retention of team members,
- Provide and support innovative technology and processes to enhance learning and business operations.

Objective 1

Enhance communication with internal stakeholders

2017 – 2018 Goals

- Provide more information on issues affecting the school district by sharing survey results and action plans.
- Celebrate team member contributions and efforts through recognition programs
- Expand team member and student advisories for each district building.
- Develop a formal new team member onboarding process that emphasizes open communication.
- Continue to involve team members in decision-making.

2018 – 2020 Goals

- Create an intranet for school district employees to share important information.
- Identify “marketing” opportunities for the recruitment of staff, to include the development of welcome packets.
- Provide a team member electronic newsletter that highlights educational and school issues, successes, achievements, and other important news.
- Support administration in efforts to communicate new programs, ideas, concerns, and announcements.

Objective 2

Enhance communication with external stakeholders

2017 – 2018 Goals

- Overhaul the district website to deliver a more comprehensive and user-friendly information vehicle for all stakeholders.
- Encourage building and district-level external stakeholder advisories
- Document and evaluate ongoing outreach activities
- Reinstate regular community newsletters to promote a positive image of the school district and to highlight academic achievement.
- Create the HANNA Hotline, the district’s online comment/suggestion box for two-way communication.

2018 – 2020 Goals

- Use stakeholder data to improve communication delivery and mechanisms.
- Develop an educational endorsement campaign and district-wide promotional materials to help promote positive messaging.
- Use regularly conducted surveys to assess the district website and make changes as needed.
- Encourage administrators’ active involvement and engagement in the STSD community.
- Invite elected officials to district events in efforts to build positive relationships.
- Identify “marketing” opportunities for the recruitment of students and families, to include the development of welcome packets.

Objective 3

Provide effective communications training for all staff members

2017 – 2018 Goals

- Plan and conduct training programs for strategies for effective communication.
- Develop Communications Guidelines to communicate standards and expectations for communications.
- Provide support and counsel for written materials distributed to internal and external stakeholders, to include newsletters, letters home, brochures, talking points, and key message development.

2018 – 2020 Goals

- Design workshops on effective parent-teacher conferences, open house programs, and other events focused on driving parent engagement.
- Conduct professional development sessions on communication awareness, marketing best practices, and community relations and outreach communications.
- Seek input for continuing professional development

Objective 4

Improve access to online information to facilitate the two-way flow of information

2017 – 2018 Goals

- Use social media to provide an additional two-way communication mechanism, extend the district's communication reach, and to provide real-time information about events, activities, and emergency situations.
- Provide access to the online student information system, Infinite Campus.

2017 – 2018 Goals

- Develop websites that best facilitate the flow of information and provides and provides an efficient and clear delivery of district services.
- Develop news and other content that can be published to keep stakeholders informed.
- Utilize website analytics data to monitor usage and ensure best practices.

Objective 5

Create an effective crisis communications strategy that is aligned with the crisis communications plan to ensure that all stakeholders are informed.

2017 – 2018 Goals

- Identify and prepare communications and tools to be used during an emergency or crisis.
- Participate in safety committee planning meetings to provide input into the communications plans and strategies.

2018 – 2020 Goals

- Identify key roles and responsibilities and coordinate the flow of information.
- Develop and utilize key messages.