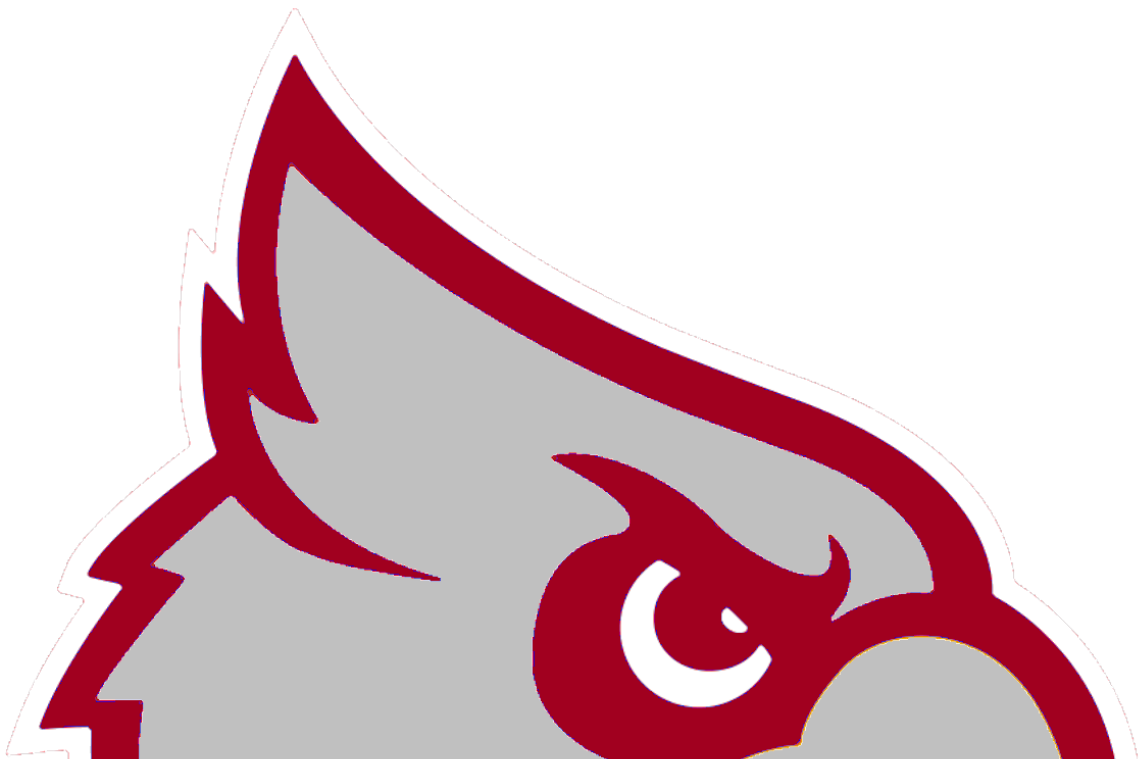


LAWSON R-XIV SCHOOL DISTRICT

Communication Plan

MARCH 1, 2018



APPROVED BY THE LAWSON R-XIV BOARD OF EDUCATION

MARCH 21, 2018

LAWSON R-XIV COMMUNICATION PLAN

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Introduction

The Lawson R-XIV School District is committed to establishing, maintaining, developing, and improving the lines of communication with all interested members of our school district. It is the philosophy of the district that we must use a variety of means possible to improve communications with the public. By continuing to strengthen ties with the community and to keep all informed, we believe that district stakeholders and district staff will support the good work that takes place in our schools.

REACHING KEY AUDIENCES

The Lawson R-XIV School District is committed to improving communications within the school buildings and with the community of stakeholders. The communications goals and methods to disseminate information are designed to target the needs of three key audiences.

KEY AUDIENCE GROUPS & MEMBERS

Internal	Parents & Students	External
Teachers & Administrators	Parents / Legal Guardians	Contracted Services Staff
Office Staff	Students	Community Leaders
Custodial & Maintenance Staff	Non-Parent Relatives of Students	Government Officials
Para-professional Staff	PTO & Booster Club Groups	Civic Organizations
Board of Education	Volunteers	Higher Education Institutions
	Parents As Teachers	Community Members
		Pre-Schools
		Potential Lawson Residents
		Media

COMMUNICATION ADVISORY TEAM

The superintendent of schools shall convene an advisory team on an annual basis for review of the communication plan. Standing members of the advisory team shall be the superintendent and building principals.

PRINCIPLES & INTENTIONS

The Lawson R-XIV School District is committed to open, honest and ongoing communication with all of our stakeholders. We believe that two-way communication with stakeholders is paramount to student success.

This communications plan was designed to establish a comprehensive and integrated communications process for providing notice of communication methods and promoting a greater understanding of mediums used to promote better understanding and awareness.

The District Communications Plan is guided by the following ***principles***:

1. Effective public engagement is essential to creating an environment in which students, staff, families, and community members are active participants and contributors.
2. Communication is a primary function of leadership and a responsibility of all employees.
3. Open, two-way communication is critical to maintaining our public relationships and trust.
4. Accurate, understandable, and timely communication is essential to the decision-making processes of the school system.
5. Using a variety of sources and strategies enhances the school system's ability to communicate effectively and thoroughly.

The District Communications Plan has the following ***intentions***:

1. Outline a communications program that positions students for greater success.
2. Utilize open communication to foster and maintain trust with all stakeholders.
3. Provide focus and direction for messages/methods in support of the district's operations.
4. Enable the district to present itself accurately to audiences.

The District Communications Plan has the following ***desired outcomes***:

For Internal Audiences

1. Develop pride and ownership of quality in our District.
2. Stay informed of key events and issues.
3. Collaborate as a member of a high performing group of professionals who respect input and feedback.

For Parents, Students, & External Audiences

1. Encourage involvement and a belief of engagement in our District.
2. Promote Lawson community pride and trust in our District.

Plan Goals

The communication plan is developed to accomplish the following communication goals. Goals are listed in no particular order of priority and should be recognized as integrated activities for achieving long-term success.

1. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen operations, support and trust for the Lawson R-XIV School District.
2. Use a variety of media to maximize awareness and support of the district's goals, objectives

and programs.

3. Establish an effective employee communication plan to improve internal communication and employee engagement.
4. Achieve coordinated communications, both internally and externally, regarding events, announcements, safety issues and crisis management.
5. Create key messages and talking points to establish “one clear voice” throughout all communication channels.

Information Types

BEGINNING OF YEAR INFORMATION

At the beginning of each school year, a variety of vital information and required public notices shall be made available to students, parents and/or legal guardians. The information shall be included in, but not limited to, student handbooks, legal notices, and program offerings and the dissemination of information will be accomplished by the following modalities:

1. New Student Enrollment; occurring approximately two weeks prior to start of school
2. Building Open Houses; occurring a few days prior to the start of school
3. Parent Meetings; occurring before an activity, club, or sport begins
4. First-day of School handouts; legally required notices shall be given to each student
5. Website postings; as needed
6. *The Lawson Review*; as needed

STUDENT PROGRESS INFORMATION

Communication with students and parents of the learning progress of our students is vital to their success and key to all student achievement. Every effort shall be made to establish productive two-way communication with students, parents and/or legal guardians. The primary means of progress communication will be made via the TylerSIS platform, which is our student information system. Email generated from the TylerSIS will be utilized for the purposes of communicating academic progress, report cards, building information and other items of interest regarding the student.

Utilizing the email feature of TylerSIS is to establish, promote, and foster two-way communication between the school district and the student and his/her parent or legal guardian. Additionally, teachers may use their school issued email to send progress information and to promote communication for increased student achievement. Both of these means of electronic communication should foster further personal communication and not be relied upon solely as a means of passive communication even though it is a vital tool.

INCLEMENT WEATHER SITUATIONS

For *School Day Cancellations*, every attempt will be made to announce the decision to cancel classes by 5:30am CST.

For *Early Dismissals*, the actual inclement weather conditions will determine the release time.

When the Lawson R-XIV School District will have an *Early Dismissal or School Day Cancellation*, the following media outlets will be utilized to broadcast the decision.

Textcaster – *Lawson@lerts*

NOTE: A *Lawson@lerts* broadcast will automatically populate the Lawson School District's Twitter page (@LawsonGoCards) and Facebook page (www.facebook.com/Lawson.GoCardinals/)

KKWK – 100.7; FM Radio Station, Cameron, MO

KMZU – 100.1; FM Radio Station, Carrollton, MO

WDAF – Channel 4; Fox Television Station, Kansas City, MO

KCTV – Channel 5; CBS Television Station, Kansas City, MO

KMBC – Channel 9; ABC Television Station, Kansas City, MO

KSHB – Channel 41; NBC Television Station, Kansas City, MO

NorthwestMOInfo.com

SOCIAL MEDIA COMMUNICATIONS

Primarily, the Lawson R-XIV School District will utilize both Twitter and Facebook to announce and relay pertinent and timely information. The District does not intend to use these platforms as a means of two-way communication. For example, if a patron requests information via Facebook, a District reply will not occur. We encourage patrons who need information to call any of our building offices.

The Lawson R-XIV School District supports the use of blogs, wikis and other forms of user-generated media; however, inappropriate use of such media can reflect poorly on the District and the individual and can be cause for disciplinary action, up to and including dismissal. The following guidelines are provided to guide employees in making appropriate content choices.

- ... Know and follow Lawson R-XIV School District Conduct Guidelines.
- ... Do not link personal web pages and social networking site pages to the Lawson R-XIV School District website.
- ... Lawson R-XIV School District employees are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media. Be mindful that what you publish is not retractable. Protect your privacy.

- ... Identify yourself by name and when relevant, role at Lawson R-XIV School District when you discuss Lawson R-XIV School District related matters. Write in the first person and make it clear that you are speaking for yourself and not on behalf of the Lawson R-XIV School District.
- ... If you publish content to any website outside the Lawson R-XIV School District, and it has something to do with the work you do or subjects associated with Lawson R-XIV, use a disclaimer such as: "The postings on this site are my own and does not necessarily represent the positions, strategies or opinions of the Lawson R-XIV School District."
- ... Respect copyright, fair use and financial disclosure laws.
- ... Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
- ... Find out who else is blogging or publishing on the topic and cite them.
- ... Any communication with students in blogs, wikis or other social networking sites must be done using your Lawson R-XIV provided School District email accounts and adhere to applicable school board policies.
- ... Due to the nature of our work, all laws, policies, regulations, and guidelines describing appropriate conduct between employees and students will apply to your conduct on any social network. See Lawson R-XIV School Board Policy GBH.

ACTIVITIES AND ATHLETIC PROGRAMS

The Lawson School District sponsors and promotes a wide variety of activities and interscholastic programs for our students. Schedules may change on short notice due to weather or eligibility purposes. Often, these changes may be due to circumstances experienced by our competition. For example an under-Varsity game may be cancelled because the opponent does not have enough eligible participants for the game. This may not be known until shortly before the scheduled contest.

The District will make every effort to keep parents, students, and patrons advised of offerings, schedules, competitions, and changes that will occur during specific seasons. The District utilizes and maintains a high quality activities website which allows users to stay up-to-date on events, schedule changes and announcements. The website URL is:

<http://www.lr14sd.rschoollteams.com/>

Users can select activities or sports of their choosing and have live 24/7 access to all activities schedules. To immediately access the calendar webpage use the following URL address:

<http://www.kciconference.org/public/genie/1201/school/7/>

On the right hand side is "view schedules" and by clicking on this you can select all and any schedules you would like to view in conjunction with each other. You may also download it directly to the calendar on your smartphone if you wish.

Also, the calendar offers the ability for all users, either through signing up on the website or downloading the RSchoolToday app, the ability to subscribe to schedule and event change notifications on a sport-by-sport basis. This feature, called “**NOTIFY ME**” serves as a media alert when changes occur based on your specific selections.

EFFECTIVE for the 2018-19 school year, all activity and athletic schedule changes will be made through the **NOTIFY ME** method. Lawson@lerts (TextCaster) will still be utilized for District-wide announcements (such as inclement weather) that could affect an activity or athletic event.

CRISIS COMMUNICATIONS

IN THE EVENT OF AN EMERGENCY, THE LAWSON R-XIV SCHOOL DISTRICT WILL STRIVE TO PROVIDE INFORMATION TO STAKEHOLDERS WITH THE FOLLOWING GOALS IN MIND:

- Timely, practical, accurate and accessible information to assist parents, students, and patrons understand the emergency and the steps being taken to deal with the emergency to achieve the ultimate return to normal operations;
- A sense of security and confidence that the worst is over and the rebuilding can begin with the help of an organized and competent school staff behind a well thought out recovery plan; and
- A meaningful way to share feelings, grief, resources, and networking with others to build a sense of connection to the broader community and let them know that they are not in this alone and others care about what has happened.

Means of Communication

The Lawson R-XIV School District utilizes several means of communication to ensure that parents, students, and patrons have access to up-to-date District information. It is the intent of the Lawson R-XIV School District that stakeholders be informed and connected to District happenings. The means of communication are listed below.

- ✓ Area Media Outlets, including radio stations, television stations, and internet sites will be utilized as needed, most notably for inclement weather situations.
- ✓ District Website; www.lawsoncardinals.org and the activity/athletic webpage found at: <http://www.lr14sd.rschooleams.com/>
- ✓ District Newsletter; **Cardinal Connection** is published twice per school year and distributed to all postal addresses within the district.
- ✓ **TylerSIS Parent Portal**; TylerSIS is the student information system utilized by Lawson R-XIV. Parents should register with your child’s school to have access to the Parent Portal. The Parent Portal allows view only access to your child’s grades, attendance, lunch balances and more from the web.

- ✓ Facebook; www.facebook.com/Lawson.GoCardinals/ Visit and 'like' Lawson R-XIV's Facebook page to learn about events, view photos, and keep up with District happenings. The District's Facebook page is linked with *Lawson@lerts* Textcaster system.
- ✓ Twitter; [@LawsonGoCards](https://twitter.com/LawsonGoCards), follow the happenings of the District on our Twitter page. @LawsonGoCards is another vital method utilized by the District to inform patrons of events, cancellations, and other newsworthy items. The District's Twitter page is linked with *Lawson@lerts* Textcaster system.

Note: The District will utilize Facebook and Twitter solely as a means of announcement of information.

- ✓ Textcaster; **Lawson@lerts** Lawson@lerts is our one-to-many texting system that is utilized most exclusively for school cancellations, emergency announcements, and District calendar reminders. The District relies on the Lawson@lerts system to notify stakeholders quickly of sudden changes or important announcements. Text messages are sent directly to your mobile phone, or email address.

NOTE: This is a SPAM-free service sponsored by Lawson Bank for patrons of the Lawson R-XIV School District. Your name and personal contact information are protected and will remain private. Please check your cell phone plan for any text message fees your wireless provider may charge.

NOTE: A *Lawson@lerts* broadcast will automatically populate the Lawson School District's Twitter page (@LawsonGoCards) and Facebook page (www.facebook.com/Lawson.GoCardinals/)

Other Information

INTERNAL COMMUNICATIONS

When the need arises for a phone tree calling system, an Administrative Phone tree shall be utilized. In addition, the Superintendent shall contact directors for the Contracted Service Providers. Upon notification from the superintendent or at their discretion, the building Principals shall utilize the established Building Phone trees to communicate with building staff.

For internal crisis communications, the District will adhere to guidelines and strategies that are included in the District's crisis plan.

Related Board Policies

The following Board policies have relevance to the Lawson R-XIV District Communication Plan. The policies are listed by their descriptor code and title. Some policies have related procedures for implementation purposes. For further information, readers should visit the policies online at:

https://simbli.eboardsolutions.com/SB_ePolicy/SB_PolicyOverview.aspx?S=400&Sch=400

Descriptor Code	Title
BDDL	Release of Information
CH	Policy Implementation and Dissemination
CHCA	Handbooks
EBC-1	Emergency Drills
EBCA	Crisis Intervention Plan
EHB	Technology Usage
GBH	Staff/Student Relations
IGBC	Parent/Family Involvement in Instructional and Other Programs
JO	Student Records
KB	Public Information Program