

Moberly School District

Comprehensive Communication Plan

2014-2017



Moberly School District
Superintendent of Schools

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Comprehensive Communication Plan 2014-2017

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Strategic Communications Plan

Background

The Moberly School District, under the leadership of the Board of Education and Superintendent, has made an ongoing effort to provide information and two-way communication with the community and staff. In 2005 the District developed its Strategic Plan with the input of community and staff members. That plan, later known as the Comprehensive School Improvement Plan (CSIP), has provided a framework for the work of the district. Part of the CSIP includes the importance of good school and community relations.

In March 2010, the Key Communicator Committee called for a Communication Audit to determine the strengths and concerns the community and parents had regarding all forms of communication. The administration felt the information obtained showed a need for an established communication plan.

The Key Communicator Committee audit, while noting the many strengths of the district, also provided a number of recommendations for improving communications at all levels: district, building, and staff.

Developing a Communications Framework

The early stages of the communications function should include an introduction to and education of communications, its role and purpose in an organization. As Moberly School District (MSD) moves toward a pro-active strategic positioning, the communications function will evolve from a service provider to a strategic partner. Communications excellence contributes to the efficient use of resources. Integrated communications ensures that initiatives and programs are leveraged across the organization. Working with local media, enhanced web-based communications, and effective internal and external communications strategies all support a proactive communications function.

Initially, communications activities within the District need to be organized to achieve results over three different time frames:

- **SHORT TERM-** Focus on issue/event driven communications and follow-through with existing processes. I.e. Newsletters, news releases, media relations, board meeting briefings/highlights.
 - **STATUS:** Already in progress
- **MID-TERM-** Program or initiative-based pro-active communications that reflect the District's role as a public educator and provider of quality education. I.e. Audit of existing communication material (brochures, newsletter, website), review of established internal/external communication approaches/vehicles, review and enhancement of corporate identity (consistent design of official documents), review and coordination of material for promotional and special events.

- o **STATUS:** Audit portion of this process is complete; ‘next steps’ need to be determined and prioritized.
- **LONG TERM-** Mission and mandate based communications that reflect the objectives and goals that are set by the Board. Preparing a framework and proactive approach to the communications function. I.e. adopting a formal communications plan, prioritizing tactics and establishing realistic timelines, ultimately leading to improved communication with internal and external publics.

Why prepare a communications plan?

- Connects to district goals and priorities
- Gives MSD a roadmap for success
- Sets specific targets
- Provides means to measure progress
- Establishes base for follow-up planning
- Integrates communications initiatives across the organization

Why communications in education?

- In the private sector no one argues about the need to engage in marketing positioning and communicating.
- “In the education sector educators believe their images should build themselves- often with “disappointing results.” (Jeremy B. Cato, Communications in Education)

We wonder why the community is up in arms when a school improvement letter goes home, bus routes change, or there is a drastic increase or decrease in classroom sizes. We need to ask ourselves, did we tell them this was coming and how did we tell them?

Communicating the Successes and the Challenges

Communications are needed in education to inform and promote both the positive and the negative issues to both internal and external audiences.

- **SUCCESSSES-** Communicating both successes in the District and successes in our schools build support for MSD and public education. By promoting MSD to employees we can communicate positive things about the school district, decreasing employee turnover and illustrating that MSD is a good employer. By promoting MSD and public education to those who do not have children in the school system we can communicate why tax dollars are so important for education and the future of our communities.
- **CHALLENGES-** Communicating challenges or negative issues in the District and in our schools is vital. By informing the public, staff and other external audiences, we are able to build trust throughout the school district. Stakeholders must ensure that we share accurate and timely information so that our audiences are informed and know that they can trust the MSD name.

Communication program should:

- Strive to win increased community support for education by elevating community support of, and appreciate for, the school system.
- Should be sensitive to public opinion and monitor community attitudes so the Board and administration can analyze and if need be, take action to improve programs and services.
- Communicating successes builds support for MSD and public education
- By promoting MSD to employees we can communicate positive things about the district, decrease employee turnover and illustrate that MSD is a good employer.
- By promoting MSD and public education to those who don't have children in the school system we can communicate why tax dollars are so important for education and the future of our communities.

Base Line Data from Fall 2014 Surveys--update

- The 2014 survey results stated that the faculty and staff felt the communication between them and the people they work most closely with (department level/grade level) was valuable and positive overall. The further the line of communication got from this core group, the less of value it became.
- Support Staff expressed they felt connected as an accepted member of the work group. (100%)
- The staff morale was positive with 81.5% of the staff expressing their morale was Good to Very Good but 45.6% stating that their morale had decreased in the last 12 months. The staff ranked their personal morale slightly higher than the overall building morale.

Reaching Key Audiences

The Moberly School District is committed to improving communications within the schools and within the community. The three goals presented later in this plan are based on meeting the communication needs of three primary audiences.

Internal

Teachers
Principals
Administrators
Library Media Specialists
Counselors
Food Service Employees
Home-School
Substitute teachers
Custodians
Administrative Assistants
English as a Second Language (ESL)
Instructors
Parents as Teachers Instructors
Para-professionals
Facilitators & Interpreters
Board of Education
Mentors & Volunteers
Special Education Specialists (Therapists,
Psychological Examiners, etc.)
Bus Drivers
Students

External

Community Leaders
Chamber of Commerce and Businesses
Government Officials (State and Local)
Civic Organizations
Church/Clergy
Parochial, Private and
Organizations and Institutions
Higher Learning Institutions (colleges,
technical schools, etc.)
Home-School Parents
Senior Citizens
Parochial and Private School Parents
Non-English Speaking Families
Illiterate Members of the Community
Partners in Education
Contracted Service Staff

Parents & Students

PTA/PTO Groups
Highly Motivated Parents
Parents of Special Needs Students
Grandparents and Other Non-Parent Relatives of Students
Students
Non-English Speaking Parents
Economically Disadvantaged Parents & Students
Parents of Preschool Students
Prospective Parents
Parent Volunteers
Non-Reading Parents

Communication Advisory Team 2014-2017

Good internal and external communication planning cannot take place in a vacuum. The Key Communicator Committee has formed a Communication Advisory Team. The team, which will rotate membership every two years, will serve to provide guidance and insights to the Office of the Superintendent, who serves as the Key Public Relations Office of the Moberly School District. The Communication Advisory Team will serve as a “sounding board” for prospective communication plans.

Key Communicator Committee Members-update

Della Cochran	MMS- Gifted Education
Tim Roling	Assistant Superintendent
Vance Downing	East Park
Lorrie Egesdal	North Park
Tonya Herrin	Moberly High School
Jennifer Holcomb	South Park
Cathy Kelly	Moberly Area Technical Center
Sarah Schowalter	Gratz Brown Elementary
Parisa Stoddard	Assistant Superintendent
Wes Land	MMS Administrator
Gena McCluskey	Superintendent

Philosophy and Guiding Principals

Philosophy

The Office of the Superintendent of Schools for Moberly School District is committed to improving the lines of communication both internally and with the community at large. It is the philosophy of this office that we must use all means possible to improve communications with the public. By continuing to build ties with the community and to keep them informed of all aspects of the school system, we believe that district stakeholders and district staff will support the good work that takes place in our schools.

Guiding Principles

The following principles guided the information of the strategic public relations goals.

We believe that.....

- Effective public engagement is essential to creating an environment in which students, staff, families, and community members participate and contribute.
- Communication is a primary function of leadership and a responsibility of all employees.
- Well-informed employees and citizens are effective ambassadors for developing broad community support.
- Open, two-way communication is critical to maintaining our public relationships.
- Accurate, understandable, and timely communication is essential to the decision-making processes of the school system.
- Using a variety of sources and strategies enhances the school system's ability to communicate effectively and thoroughly.
- Public relations and communications strategies must be explicitly linked to the mission and goals of the school system.

Key Communication Areas

Develop a Comprehensive Communication Plan

This plan should be dynamic, flexible, and usable. The plan will reflect the Moberly School District's Comprehensive School Improvement Plan. All district communication programs will be derived from the Comprehensive Communication Plan.

Internal & External Audience District "Satisfaction" Survey

Initial "Baseline" Data and Every Three (3) Years-needs to be done

The district will develop and perform written, online, and/or telephone surveys to determine internal and external audience "satisfaction" with the schools. Solid research is a primary key to meeting the needs of an ever-changing community.

Annual Communication Activities Evaluation

A yearly communication plan will be created that includes the primary **annual goals and objectives of the Comprehensive Communication Plan**. Evaluation of the successes of this yearly plan will take place each year. Evaluation will be performed by the Superintendent of Schools, the Board of Education, and the Communication Advisory Team.

Communication Goals

Moberly School District Goal 1:

The Moberly School District will build and maintain positive relationships with all external district stakeholders through communications.

Moberly School District Goal 2:

The Moberly School District will build and maintain positive relationships with all internal audiences through communications.

Moberly School District Goal 3:

The Moberly School District will build and maintain positive relationships with parents and students of the school district through communications.

Moberly School District Goal 1:

The Moberly School District will build and maintain positive relationships with all external district stakeholders through communications.

Objective 1.1

Increase opportunities for positive news coverage and decrease negative news coverage with local media outlets.

***Measurement:**

1. Community and/or MSIP Satisfaction Survey Advanced Questionnaire.

Objective 1.2

Increase opportunities to develop and maintain positive relationships with senior citizens.

***Measurement:**

1. Survey after Senior Citizen Dinner.

Objective 1.3

Increase opportunities to develop and maintain positive relationships with our community leaders.

***Measurement:**

1. Chamber Membership maintained by Superintendent of Schools.
2. Chamber on-line newsletters continued to be relayed.
3. Economic Development membership maintained by Director of Moberly Area Technical Center.

Objective 1.4

Increase opportunities to develop and maintain positive relationships with State and Local Government Officials.

***Measurement:**

1. Maintain City Council Dinners.
2. Maintain County Commission Dinners.
3. Participate in Legislative Days as they become available.

Objective 1.5

Increase opportunities to develop and maintain positive relationships with civic organizations.

***Measurement:**

1. Make contact with civic organization and provide speakers if requested.

Objective 1.6

Increase opportunities to develop and maintain positive relationships with parochial, private, and home-school institutions and organizations.

***Measurement:**

1. Maintain open lines of communication through administration.
2. Continue to share federal resources to assist all students.

Objective 1.7

Increase opportunities to develop and maintain positive relationships with institutes of higher learning (local colleges, technical schools, etc.)

***Measurement:**

1. Maintain dinners with MACC Board.
2. Host or participate in College/Career Day events.

Objective 1.8

Increase opportunities to develop and maintain positive relationships with impoverished members of the community.

***Measurement:**

1. Enlist the the assistance of organizations who work with impoverished members of the community, such as Food Banks.
2. Assist to communicate services as available.
3. Continue partnership in Caring Communities, Randolph County Health Department, and Head Start as well as other grant based groups with similar missions.

Objective 1.9

Increase opportunities to develop and maintain positive relationships with real estate agents/agencies.

***Measurement:**

1. Written/Phone/E-mail/Web follow-up surveys.
2. Continue to offer school speakers for area Realtor Association.

Objective 1.10

Improve dissemination of timely, accurate, important information to all external stakeholders

***Measurement:**

1. Survey random stakeholder groups on satisfaction survey.
2. Develop a communication flow chart at building/district level.

***Annual prioritized objectives to be met will include a strategy component (see Appendix A).**

Moberly School District Goal 2:

The Moberly School District will build and maintain positive relationships with all internal audiences through communications

Objective 2.1

Improve dissemination of timely, accurate, important information to all professional staff.

***Measurement:**

1. Staff satisfaction survey (written and/or online).
2. Develop a communication flow chart at building and district level.
3. All District level agendas and minutes are to be shared by email in each building within three school days before and after meetings.

Objective 2.2

Improve dissemination of timely, accurate, important information to all support staff.

***Measurement:**

1. Staff satisfaction survey (written and/or online).
2. Develop a communication flow chart at building and district level.
3. All District level agenda and minutes are to be shared by email in each building within three school days before and after meetings.

Objective 2.3

Improve opportunities for two-way communication among staff (administration – staff; principal – staff; staff – staff).

***Measurement:**

1. Staff satisfaction survey (written and/or online).
2. Develop a communication flow chart at building and district level.
 - a. include external stakeholders
 - b. activate at each appropriate level as determined necessary

Objective 2.4

Increase opportunities to enhance professional staff morale.

***Measurement:**

1. Staff satisfaction survey (written and/or online).

Objective 2.5

Increase opportunities to enhance support staff morale.

***Measurement:**

1. Staff satisfaction survey (written and/or online).

Objective 2.6

Provide timely, accurate information to mentors and building volunteers.

***Measurement:**

1. Mentor/Volunteer satisfaction survey (written).

Objective 2.7

Provide opportunities to solicit staff opinions of district and district-related issues.

***Measurement:**

1. Staff satisfaction survey (written and/or online).

Objective 2.8

Ensure opportunities for professional staff to receive training to use communication tools.

***Measurement:**

1. Staff Professional Development needs assessment done each spring
2. Post-workshop written survey.
3. Utilize Adult Education classes for training.

Objective 2.9

Ensure opportunities for support staff to receive training to use communication tools.

***Measurement:**

1. Staff satisfaction survey (written or online).
2. Post-workshop written survey.

Objective 2.10

Ensure opportunities for staff to receive training to work with a diverse clientele (cultural competency).

***Measurement:**

1. Staff satisfaction survey (written or online).
2. Post-workshop written survey.

Baseline data as recorded from the Fall 2010 Certified and Support Staff

- 32.3% of the staff felt the District did receive and respond to input very well. 51.3% of the staff was neutral on this question. Only 16.4% of the staff felt the District did a poor to not well job of receiving and responding to input.
- The staff reported that their personal morale (80.6% Good to Very Good) was higher than their perception of the morale for their building (75.3% Good to Very Good).
- The support staff stated their morale at 98% good to very good.

****Annual prioritized objectives to be met will include a strategy component (see Appendix B).**

Moberly School District Goal 3:

The Moberly School District will build and maintain positive relationships with parents and students of the school district through communications.

Objective 3.1

Improve dissemination of timely, accurate, important school information to all district parents/guardians.

***Measurement:**

1. Customer satisfaction phone survey (or MSIP Written Survey).
2. Written survey (provided as part of district mailing).
3. Online survey of parents who have registered for school e-mail updates.

Objective 3.2

Improve dissemination of school information to prospective parents and/or parents of preschool-aged students.

***Measurement:**

1. Customer satisfaction phone or written survey.

Objective 3.3

Increase opportunities for two-way communication between parents and administrators/principals/parents.

***Measurement:**

1. Customer satisfaction phone survey (or MSIP Written Survey).
2. Written/online surveys as provided by school.

Objective 3.4

Improve dissemination of school information to parents living under economically impoverished circumstances.

***Measurement:**

1. Work with local agencies to solicit input in “focus group” setting.
2. Customer satisfaction phone survey (or MSIP Written Survey).

Objective 3.5

Improve dissemination of school information to parents of special needs students.

***Measurement:**

1. Customer satisfaction phone survey (or MSIP Written Survey).
2. Written/online surveys as provided by school.

Objective 3.6

Provide opportunities to enlist the services of highly motivated parents/guardians.

***Measurement:**

1. Customer satisfaction phone survey (or MSIP Written Survey).
2. Written/online surveys as provided by school.

Objective 3.7

Provide opportunities for two-way communication between district employees and highly motivated parents/guardians.

***Measurement:**

1. To be determined.

Objective 3.8

Provide opportunities to solicit parent opinions of schools and school-related issues

***Measurement:**

1. Customer satisfaction phone survey (or MSIP Written Survey).
2. Written/online surveys as provided by school.

***In some instances baseline data is not available at this time. When baseline data becomes available, more specific measurable outcomes will be developed.**

****Annual prioritized objectives to be met will include a strategy component (see Appendix C).**

Appendix A

Strategies to meet Goal 1:

The Moberly School District will build and maintain positive relationships with all external district stakeholders through communications.

Objective 1.1

Increase opportunities for positive news coverage and decrease negative news coverage with local media outlets.

- Strategy 1.1.1 Provide monthly Superintendent – Media briefings.
- Strategy 1.1.2 Use Board of Education to communicate strategic messages.
- Strategy 1.1.3 Approach newspaper to produce an “Education” insert (similar to “Senior Times” to appear monthly or quarterly.
- Strategy 1.1.4 Continue local radio programs about public schools.
- Strategy 1.1.5 Keep current vital information and news releases on web site for media to access.
- Strategy 1.1.6 Disseminate District Newsletter, District Report Card

**Other means for achieving strategies include:

- Post student achievements and honor roll.
- Feature the teacher/staff/administration in media.

Objective 1.2

Increase opportunities to develop and maintain positive relationships with senior citizens.

- Strategy 1.2.1 Provide Senior Citizen Dinner and Fall Musical.
- Strategy 1.2.2 Develop program to encourage seniors to mentor/volunteer.
- Strategy 1.2.3 Invite seniors to “Drop Everything and Read” times at schools.

Objective 1.3

Increase opportunities to develop and maintain positive relationships with community leaders.

- Strategy 1.3.1 Disseminate District Newsletter, District Report Card

Objective 1.4

Increase opportunities to develop and maintain positive relationships with Chamber of Commerce and business community.

- Strategy 1.4.1 Have school representatives actively participate in Chamber committees.

- Strategy 1.4.2 Recruit Chamber and business personnel into Partners in Education program.
- Strategy 1.4.3 Recruit Chamber and business personnel as mentors, readers, and volunteers.
- Strategy 1.4.4 Disseminate District Newsletter, District Report Card

Objective 1.5

Increase opportunities to develop and maintain positive relationships with State and Local Government Officials

- Strategy 1.5.1 Host school level events and invite government leaders (with special invitations).
- Strategy 1.5.2 Disseminate District Newsletter, District Report Card

Objective 1.6

Increase opportunities to develop and maintain positive relationships with civic organizations.

- Strategy 1.6.2 Disseminate District Newsletter, District Report Card

Objective 1.7

Increase opportunities to develop and maintain positive relationships with parochial, private, and home-school institutions and organizations.

- Strategy 1.7.1 Maintain contact through the Title I services

Objective 1.8

Increase opportunities to develop and maintain positive relationships with institutes of higher learning (local colleges, technical schools, etc.)

- Strategy 1.8.1 Maintain the District membership in the Missouri Partnership for Education Renewal
- Strategy 1.8.2 Continually look for grant opportunities to partner with higher education institutes who share a common mission.

Objective 1.9

Increase opportunities to develop and maintain positive relationships with impoverished members of the community.

- Strategy 1.9.1 Outreach through Parents as Teachers.

Objective 1.10

Provide opportunities for internal staff development in media and public relations.

Strategy 1.10.1 Provide key issue messaging information to all staff.

Strategy 1.10.2 Provide telephone skills professional development opportunities.

Strategy 1.10.3 Enlist staff members into building level communication teams.

Strategy 1.10.4 Further develop district, building and staff level websites.

Objective 1.11

Increase opportunities to develop and maintain positive relationships with real estate agents/agencies.

Strategy 1.11.1 Involve these groups in school level activities (as special speakers, guests, etc.).

Strategy 1.11.2 Offer to talk to Area Realtor Group annually.

Strategy 1.11.3 Disseminate District Newsletter, District Report Card

Appendix B

Strategies to meet Goal 2:

The Moberly School District will build and maintain positive relationships with all internal audiences through communications.

Objective 2.1

Improve dissemination of timely, accurate, important information to all professional staff.

- Strategy 2.1.1 Provide timely internal informational e-mails
- Strategy 2.1.2 Provide monthly Board of Education meeting summaries. (website)
- Strategy 2.1.3 Assist principals with providing thorough and timely information to staff.
- Strategy 2.1.4 Develop and keep important staff information on District/Building share drives.
- Strategy 2.1.5 Recruit staff for Spartan Text Alert Staff group.

Objective 2.2

Improve dissemination of timely, accurate, important information to all support staff.

- Strategy 2.2.1 Provide timely internal informational e-mails (where possible).
- Strategy 2.2.2 Provide monthly Board of Education meeting summaries.
- Strategy 2.2.3 Provide Spartan Text Messages.
- Strategy 2.2.4 Assist principals with providing thorough and timely information to support staff.
- Strategy 2.2.5 Keep important support staff information on District/Building share drives.

Objective 2.3

Improve opportunities for two-way communication among staff (administration/board – staff; principal – staff; staff – staff).

- Strategy 2.3.1 Set regular meetings for CO administrators to visit buildings.
- Strategy 2.3.2 After visiting buildings, administrators/board members will include a brief report as part of board agenda.
- Strategy 2.3.3 Develop building level communication plans that will address internal communications. Plans will include principal – staff e-mails, memorandums, newsletters, faculty meetings, and discussion groups, etc. Chart Provided in Appendix D
- Strategy 2.3.4 Enhance and maintain building and staff level web pages.

Objective 2.4

Increase opportunities to enhance professional staff morale.

- Strategy 2.4.1 Building level “socials” (including special recognitions).
- Strategy 2.4.2 Highlight staff in news articles and special advertisements.
- Strategy 2.4.3 Recognize staff during Board of Education meetings.
- Strategy 2.4.4 Recognize staff on radio programs.
- Strategy 2.4.5 Recognize staff in building level mailings.
- Strategy 2.4.6 Recognize staff at PTA/PTO functions.
- Strategy 2.4.7 Recognize staff at parent teacher night events.
- Strategy 2.4.8 Recognize staff at music, drama and sporting events.
- Strategy 2.4.9 Recognize staff on district and building websites.
- Strategy 2.4.10 Recognize staff on building level with “spotlights”

Objective 2.5

Increase opportunities to enhance support staff morale.

- Strategy 2.5.1 Building level “socials” (including special recognitions).
- Strategy 2.5.2 Highlight support staff in news articles and special advertisements.
- Strategy 2.5.3 Recognize support staff during Board of Education meetings.
- Strategy 2.5.4 Recognize support staff on radio programs.
- Strategy 2.5.5 Recognize support staff in building level mailings.
- Strategy 2.5.6 Recognize support staff at PTA/PTO functions.
- Strategy 2.5.7 Recognize support staff at parent teacher night events.
- Strategy 2.5.8 Recognize support staff at music, drama and sporting events.
- Strategy 2.5.9 Develop/enhance events to recognize support staff (dinners, receptions, BBQ’s, etc.).
- Strategy 2.5.10 Recognize support staff on district and building websites.

Objective 2.6

Provide timely, accurate information to mentors and building volunteers.

- Strategy 2.6.1 Provide mentors and volunteers with building newsletters.
- Strategy 2.6.2 Recognize mentors at parent teacher night events.
- Strategy 2.6.3 Recognize volunteers and mentors on district and building websites.

Objective 2.7

Provide opportunities to solicit staff opinions of district and district-related issues.

- Strategy 2.7.1 Provide end-of-year survey (written/e-mail/web).
- Strategy 2.7.2 Maintain Staff Welfare Committee and similar forums for staff input (administrative level).

Objective 2.8

Ensure opportunities for professional staff to receive training to use communication tools.

Strategy 2.8.1 Offer in-service opportunities for professional staff/administrators in the use of e-mail, web page development, etc.

Strategy 2.8.2 Offer in-service opportunities for professional staff/administrators in the use of internal memos and newsletters.

Objective 2.9

Ensure opportunities for support staff to receive training to use communication tools.

Strategy 2.9.1 Offer in-service opportunities for support staff to use e-mail (where possible).

Objective 2.10

Ensure opportunities for staff to receive training to work with a diverse clientele (cultural competency).

Strategy 2.10.1 Offer ongoing cultural competency training.

Strategy 2.10.2 Offer in-service opportunities in poverty awareness.

Appendix C**Strategies to meet Goal 3:**

The Moberly School District will grow and maintain positive relationships with parents and students of the school district through communications.

Objective 3.1

Improve dissemination of timely, accurate, important school information to all district parents/guardians.

- Strategy 3.1.1 Provide comprehensive district/building/teacher level information on district web page.
- Strategy 3.1.2 Provide media with school information and engage them in helping keep parents informed.
- Strategy 3.1.3 Publish School Report Card. Place on website and make hard copies available to all parents/guardians.
- Strategy 3.1.4 Publish cancellations and notifications through Spartan Alerts, radio, media outlets, Etc

Objective 3.2

Improve dissemination of school information to prospective parents and/or parents of preschool-aged students.

- Strategy 3.2.1 Working with Parents As Teachers, publish and disseminate information about PAT, Moberly School District Pre-school, and the public schools in general. Dissemination will occur through direct mailings, e-mails, placing publications at hospitals, clinics, daycare facilities, churches, and other businesses frequented by parents of young children. Consistency of layout and message is key to the success of these publications.
- Strategy 3.2.2 Place Parents As Teachers and other Moberly School District posters and other information at hospitals, clinics, daycare facilities, churches, and other businesses frequented by young parents.
- Strategy 3.2.3 Disseminate "new parent" information via district website.
- Strategy 3.2.4 Disseminate "Getting Ready to be a Spartan" Calendars.

Objective 3.3

Increase opportunities for two-way communication between parents and administrators/principals/parents.

- Strategy 3.3.1 Provide assistance to schools/principals in developing effective open house meetings (including developing PowerPoint presentations, evaluating the look and feel of the building and classrooms, etc.).
- Strategy 3.3.2 Provide open house and parent-teacher conference success tips to principals and teachers.
- Strategy 3.3.3 Encourage principals and staff to develop e-mail communications with parents.

Strategy 3.3.4 Encourage building and staff level web page development as a means of informing parents of school news.

Objective 3.4

Improve dissemination of school information to parents living under economically impoverished circumstances. (See Objective 1.9 and Appendix A 1.9

Strategy 3.4.1 Assist in providing information and training for staff in working with those in economically impoverished circumstances.

Strategy 3.4.2 Disseminate school information via direct mail and placement at key centers in community.

Objective 3.5

Improve dissemination of school information to parents of special needs students.

Strategy 3.5.1 Work with Special Services Offices to gather information necessary to parents of special needs students.

Strategy 3.5.2 Develop Special Needs information on MSD website.

Objective 3.6

Provide opportunities to enlist the services of highly motivated parents/guardians.

Strategy 3.6.1 Assist PTA/PTO in increasing membership.

Strategy 3.6.2 Involve parents in assisting with surveying community and other major projects.

Objective 3.7

Provide opportunities to enlist the services for two-way communication between district employees and highly motivated parents/guardians.

Strategy 3.7.1 Include information specifically relevant for highly motivated parents on the website: tips for getting involved in student's schools, links to websites for parents, etc.

Objective 3.8

Provide opportunities to solicit parent opinions of schools and school-related issues.

Strategy 3.8.1 Provide community satisfaction survey opportunity for parents and community members on a "once every three year" period.

Strategy 3.8.2 Provide roundtable information gathering sessions for parents to attend (such as "Breakfast with the Superintendent" and other school/parent meetings).

Strategy 3.8.3 Initiate online surveys of parents.

Appendix D
Outgoing Correspondence and Publications

Location	Types of Publications	Sent Out	Person Responsible
Central Office	Newspaper District Website	As requested	Superintendent Supt/Web Master

	District Newsletter Spartan Alert Emails	Updated Weekly Quarterly Send out as needed Send out as needed	Supt/Admin Assistant CO Receptionist CO staff
Moberly High School	Newsletter SIS Emails Emails Counselor Newsletter Parent/Student Handbook Website Newspaper	Monthly Weekly/As needed Send out as needed Quarterly Annually Weekly Weekly	Principal Principal MHS Staff Counselor MHS Asst Principal ?? Weekly
Moberly Area Tech Center	SIS Emails Emails Newsletter Newspaper School Website Handbook	Weekly/As needed Send out as needed Quarterly Monthly/as needed Weekly/as needed Annually	Director MATC Staff Director Director Admin Assist Director/Web Master Director
Moberly Middle School	Newsletter SIS Emails Emails Counselor Newsletter Parent/Student Handbook Website Newspaper	Monthly Weekly/As needed Send out as needed Quarterly Annually Weekly Weekly	Principal Principal MMS Staff Counselor MMS Asst Principal Administration Principal
Gratz Brown Elementar y	Newsletter SIS Emails Emails Counselor Newsletter Parent/Student Handbook Website	Monthly Weekly/As needed Send out as needed Quarterly Annually Weekly	Principal Principal GBE Staff Counselor GBE Asst Principal Classroom Teacher Principal

	Classroom Newsletter/Friday Folder Newspaper	Weekly Weekly	GBE Asst Principal
South Park	Newsletter SIS Emails Emails Counselor Newsletter Parent/Student Handbook Website Classroom Newsletter/Friday Folder Digital Display Newspaper	Monthly Weekly/As needed Send out as needed Quarterly Annually Weekly Weekly Monthly Weekly	Principal Principal SP Staff Counselor SP Principal Classroom Teacher Principal
North Park	Newsletter SIS Emails Emails Counselor Newsletter Parent/Student Handbook Website Classroom Newsletter/Friday Folder Newspaper	Monthly Weekly/As needed Send out as needed Quarterly Annually Weekly Weekly Weekly	Principal Principal NP Staff Counselor SP Principal Classroom Teacher Principal
East Park	Newsletter SIS Emails Emails Parent/Student Handbook Website Newspaper	Monthly Send out as needed Send out as needed Annually Monthly Monthly	Director Director/EP Staff Director/EP Staff Director Director Director