

UINTA COUNTY SCHOOL DISTRICT #4



Communication Plan 2019-2023

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Values...

Relationships – UCSD #4 values the building of relationships as an essential catalyst for student success.

Rigor and Relevance – UCSD #4 seeks to provide an educational opportunity that challenges and engages our students as we prepare them to be college and career ready.

Collaboration – UCSD #4 promotes open and honest communication and collaboration amongst all stakeholders as we work together to provide a student-centered learning environment.

Commitment to Lifelong Learning – UCSD #4 supports lifelong learning opportunities for staff and students alike.



Excellence in Teaching, Opportunity Through Learning

UINTA COUNTY SCHOOL DISTRICT #4

Mission: Through collaboration with the entire learning community, our mission is to instill problem-solving skills in our students that will translate to a rapidly changing global environment.

Vision: Excellence in Teaching, Opportunity Through Learning

Goal 1: Improve Student Achievement

- All grade levels assessed will exceed the adequate yearly progress target goals on the required state assessment.
- All schools in the district will perform in the top 10% of schools in the nation using MAP testing.
- Graduation rate will exceed the state average.
- The high school composite score on the ACT will exceed the state average.

Goal 2: Improve Student Academic and Behavioral Skills

- The district will exceed 95% daily attendance rate on an annual basis.
- Enhance a safe and orderly learning environment.
- The district will decrease the percentage of students with failing grades from the previous year.

Goal 3: The District Will Operate Efficiently and Effectively

- Identify, prioritize, document, and monitor operational processes.
- Promote open and honest communication amongst all stakeholders of UCSD
- Implement and sustain the Professional Learning Community (PLC) process district-wide via collaborative learning teams focused on learning at high levels, collective responsibility and results.

Excellence in Teaching, Opportunity Through Learning

Introduction

Uinta County School District #4 (UCSD #4) is committed to honest, transparent, and consistent communication with our stakeholders. We understand that maintaining open two-way communication with stakeholders is essential for building relationships. We have diverse outreach needs and know that strong relationships are the foundation for a successful school system.

The purpose of the UCSD#4 Communications Plan is to present a clear and concise framework for communicating with both internal and external audiences in our school community. Providing frequent, clear, and results driven communications is key to building trust and loyalty to the district. This Communications Plan is aligned with district goals, designed to be both proactive and interactive, and will be reviewed annually for effectiveness.

The success of the UCSD#4 Communications Plan depends heavily on the support and involvement of all staff members. Communication is a part of every job in our school district. Planning for and requiring shared responsibility will ensure that the entire organization is dedicated to delivering a timely, unified message to the appropriate audiences.

Target Audiences

Internal Audiences

- Certified Staff
- Administrators
- Board of Trustees
- Support Staff Employees
- Professional Support Staff

External Audiences

- Students
- Parents
- Parent-Teacher Organizations
- Prospective Employees
- Neighborhood Groups
- Community Partners
- Business Leaders
- Civic Groups
- Elected Officials
- Faith-based Groups
- Media

Communication Channels

Electronic

- District & Campus Website
- Administrator Newsletters
- K12 Swift Alert
- Superintendent's Annual Report to Stakeholders
- Email
- Social Media
 - Uinta 4 Facebook page
 - Administrator Twitter pages
- Remind app

Print

- Bridger Valley Pioneer
 - Inserts
 - Weekly articles
 - Press Releases
- Teacher newsletters/calendars
- Superintendent's Newsletter

Face to Face

- Parent Advisory Committees
- Superintendent's Advisory Committee
- District Safety Committee
- Student Council Student Representatives
- Parent Teacher Conferences
- Informal Conversations at school events

Emergency Communication

- All emergency communications from UCSD #4 will be initiated by school personnel via the K-12 Swift Alert Notification System.

Recommended Communication Frequency

- Daily – Facebook, Twitter, Google+
- Weekly – Website, Bridger Valley Pioneer

- Monthly – Administrator Newsletters
- Quarterly – Community engagement events

Communication Goals

1. Establish an effective communication plan to improve engagement and communication with both internal and external audiences.
2. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for Uinta County School District #4.
3. Promote community involvement and build partnerships that serve to enhance the educational experience of UCSD#4 students.
4. Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.
5. Establish a clear brand identity for the district to build our image and reputation.

Strategies to Meet Communication Goals

Communication Goal

- Establish an effective communication plan to improve engagement and communication with both internal and external audiences.

Strategies

- Conduct annual communication survey to evaluate strategic communication efforts.
- Create a protocol for media representatives to utilize when reporting upcoming events and possible stories for the media.

Communication Goal

- Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for UCSD #4.

Strategies

- Establish key communicator network and facilitate connections among community stakeholder groups.
- Maintain a high level of visibility through participation of key staff in various professional and community activities.
- Build and maintain partnerships with business and community leaders.

Communication Goal

- Promote community involvement and build partnerships that serve to enhance the educational experience of UCSD #4 students.

Strategies

- Organize quarterly community engagement events to be hosted by UCSD#4.
- Develop and implement a community nominated staff recognition program.
- Organize annual business partner appreciation opportunities.
- Engage local business leaders to advocate on behalf of the district.

Communication Goal

- Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.

Strategies

- Maintain district website and support maintenance of campus websites.
- Develop standards and practices for campus websites and classroom websites.
- Produce digital, print and video media to increase awareness and support of district initiatives and special events.
- Utilize social media channels to provide timely and relevant information.
- Maintain proactive media relations practices to enhance the district's image.

Communication Goal

- Establish a clear brand identity for the district to build our image and reputation.

Strategies

- Provide ongoing training and technical assistance to staff members in public relations, social media, and other communication skills.
- Create key messages and talking points about UCSD#4 to establish unity throughout all communication channels.
- Supply district administrators with fact sheets and other easy to use communications tools as needed when issues arise.