



Southern Lehigh School District **Communication Plan 2014 - 15**



Southern Lehigh School District
5775 Main St.
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Mission

Educating today's learner ...for tomorrow's opportunities.

Vision

In the pursuit of excellence, the Southern Lehigh School District has created a culture of innovation and creativity empowering students for a brighter future in a global society. The Southern Lehigh School District vision is one where:

- The District strives to meet the needs of all students.
- Our programs provide challenging, relevant learning experiences for the community of learners.
- Students are actively engaged in learning twenty-first century skills including:
 - Core subjects and 21st century themes
 - Learning and innovation skills
 - Information, media and technology skills
 - Life and career skills
- Rigor, relevance, and relationships are the keystones of our competency/ standards based programs
- Data-informed decision-making guides our path to continuous improvement.
- Communications among our community of learners is open and engaging.
- Students are offered opportunity and choice in learning.
- We collaborate with parents and partners in pre-K-20 institutions, businesses, and community organizations, on a local, regional, national, and global level.
- Teachers and administrators are dedicated to high expectations for themselves and their students, and model the skills they inspire students to achieve.



Values

We believe:

- Education is a fundamental partnership among individuals, home, school, and go the community.
- All people can learn.
- High expectations promote high achievement.
- Environment impacts upon learning.
- Society benefits when people act responsibly and respectfully.
- Continuous improvement is achieved by promoting and managing change effectively.
- The commitment of resources to public education provides long-term benefits to society.



Key Messages

- We are committed to student success
- We promote excellence
- Student acquisition of 21st century skills prepares them for their future
- Connections with our community matters
- Global connections and competency is needed in today's world
- Student and staff members accomplishments
- Technology is helping us teach, learn, and work more efficiently

District Communications- Purpose

- Tell our stories
- Build trust and relationships
- Support the District's mission and vision
- Present information with transparency and clarity
- Increase awareness - change perceptions – inform



What we do:

- Comprehensive planning
- Community & media relations
- Internal communications
- Crisis communications
- Internal communications
- Publications
- Web, newsletter, and social media communications



Improved Communication Strategies & Action Steps (2014-2018)

Strategy #1: Enhance internal and external communications– enhance communication with all stakeholder groups and establish a system for effective flow of information.

- Develop and implement a written communication plan, including new social media outlets, for all buildings and departments to share successes, provide recognition, and celebrate building/department/student and staff accomplishments with internal and external stakeholders.
- Establish clarity of messages and expectations during administrative meetings to ensure unified interpretation of district goals and consistency across all levels and between all buildings.
- Identify effective means for communicating with employee groups including (but not limited to) building cocoa chats with employee groups; electronic surveys; monthly meetings with union leaders



Strategy #2: Social media as a communication tool – develop district and building social media outlets and applications to encourage 21st-century methods of communication with stakeholders.

- Provide a community *mobile app* for ease of customized district communications.

Strategy #3: Increase communications- Buildings and district will increase the type and frequency of communications regarding school curriculum, extracurricular activities, and school/district performance.

- All administrators will post building and department news to the Laconian.
- Video/communications specialist will focus on creating promotional district/school videos and will support administrator communication needs
- Train administrators and staff members on website use; social media tools; Blackboard Connect
- Create District Fact Sheet and Promotional documents

Strategy #4: Expand community-based partnerships-establish partnerships with other districts, universities, businesses, and global partners.

- Develop a “*Parent University*”- series of workshops and presentations related to topics for parents and caregivers to continue their learning by providing knowledge and skills essential to student success related to four strands – parenting awareness; 21st century learning; health and wellness; personal growth and development.
- Develop a variety of ways that parents, staff and community members can partner with the school district including, parent organizations and support groups; principals meetings; open house and school visitation days; membership on district committees; request for input through surveys; special events; business/school partnerships; enhanced post-secondary partnerships.
- Superintendent participation on Southern Lehigh Chamber of Commerce Board, Lehigh Valley Business Education Partnership
- Administrator meetings with local business leaders to expand partnerships
- Administrator / counselor meetings with local post-secondary institutions to expand partnerships

Communication Tools

Current:

- Face to face
- Superintendent Communication Council
- Parent Committees/ Councils
- Website
 - District
 - Departments
 - Schools
 - Teachers
- Blackboard Connect (Parent notification system)
- Sapphire Community Portal
- Videos
- Weekly newsletters
 - Staff
 - Principals
- Laconian- District Electronic Newsletter
- Spotlight- High School Student Newspaper
- Spartan Tribune- Middle School Student Newspaper
- Spartan Times- Intermediate School Student Newspaper
- Print materials
 - Brochures
 - Documents
 - Laconian
- Parent Workshops
- School Board Meetings
- Electronic Files and Documents (on website)
- Shared Intranet Drives
- Email
- Phone and voice messages
- Spartandocs/ Apps/ Classroom
- Blackboard
- Canvas
- Videoconferencing
 - Skype

- Facetime
- Google Hangouts
- Go-To Meetings
- Volunteers

Potential:

- Social Media
 - Facebook
 - Twitter
 - Instagram
- Mobile Apps
- Blogs
- Expanded printed materials
- New/updated marketing materials
- Fact Sheets
- Weekly videos
- Ads



Supporting Documents:

- District Strategic Plan 2008-2014
- District Comprehensive Plan 2015-2018
- Policy 016 – Communications
- Policy 815- Acceptable Use of Electronic Resources
- Policy 815-1 – Web Site Development
- Policy 916 - Community: School Volunteers
- Policy 917- Parent/Family Involvement



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