



# *Southern Lehigh School District* **Communication Plan 2014 – 18**



Southern Lehigh School District  
5775 Main St.  
Center Valley, PA 18034

610 – 282 – 3121  
[www.slsd.org](http://www.slsd.org)

# 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 21<sup>st</sup> 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 21<sup>st</sup> 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 should be celebrated
- Technology is helping us teach, learn, and work more efficiently



# *District Communications- Purpose*

- Share 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.
- Launch social media outlets such as Facebook and Twitter

**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 and social media accounts
- 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





## ***Evaluation Tools:***

- Qualitative data from perception surveys and focus group feedback
- Meeting and workshop attendance
- Quantitative data from electronic communication tools
- Session evaluations

## ***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



## ***Contacts:***

**Leah Christman**, Superintendent

Email: [christmanl@sbsd.org](mailto:christmanl@sbsd.org) Phone: 610-282-3121

**Diana Millman**, Superintendent's Administrative Assistant/ Board Secretary

Email: [millmand@sbsd.org](mailto:millmand@sbsd.org) Phone: 610-282-3121