



**WOODLAND**  
Public Schools  
*Educating for Excellence*

# **Strategic Communications Plan for 2019-2020 School Year**

*This document outlines Woodland Public Schools' strategic plan for both external and internal communications throughout the 2019-2020 school year.*

*Prepared July 2019*

## Levy 2020 – Informational Communication

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With a replacement levy expected to go before Woodland voters in February 2020, an informational campaign educating parents and community members about the vital importance of levies to the funding of Washington school districts will take a priority in district messaging throughout the first half of the school year.

The informational campaign will include the following elements:

### **Weekly Feature Story Topics**

The feature stories released on a weekly basis will provide information about programs and staff members instrumental to teaching and learning whose funds are provided by levy dollars.

### **Dedicated Informational Website**

A section of the website will be created to answer community member questions about the levy.

Topics will include what levy funding pays for; infographics providing estimated tax costs for different house values in the Woodland; and a Frequently Asked Questions (FAQ) section where community members may submit questions not answered in the existing content.

### **Informational Mailer**

Washington State has permitted each school district may only create and send one (1) informational mailer about levies to all of the community members in its service area. As Woodland Public Schools has done in the past, this mailer will be prepared and sent close to the February 11, 2019 election, typically in within the last two weeks of January.

### **Social Networking and Live Feed Updates**

Information about the importance of levy funding will be released in short facts from time-to-time using the district's social networking accounts and the website's live feed feature. The short content bursts could include statistics of what levy funds do to help enhance student learning throughout the district along with other key facts about Woodland Public Schools' levy needs.

## School District Annual Report (Policy 4000)

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An annual report addressing the activities of the school district including report card updates, financial breakdowns and additional information about district operations will be created for the Board of Directors per Board Policy 4000:

*An annual report addressing the activities of the school district and the administration's recommendations for improvement of student learning and district operations will be prepared by the superintendent and presented to the board as soon as possible after the close of each school year. Upon board approval, the report will be made available to the public and used as one means for informing parents and community members, the Office of the Superintendent of Public Instruction, and other districts in the area, of the programs and conditions of the district's schools. The district is required to ensure awareness of and compliance with certain statutory requirements as specified in Policy 2106 (Program Compliance). When the district is not in compliance, such deviations will be incorporated into the annual report.*

The report will use information and statistics collected and analyzed from the 2018-2019 school year, and will be presented to the board during the Regular Board Meeting on September 9, 2019.

## Strategic Communication Topics

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The administrative team brainstormed a variety of key message areas to highlight the dedicated work and improving performance of student learning throughout Woodland Public Schools. District communications will prioritize stories covering these topics throughout the 2019-2020 school year:

### **Career • Life • College: Preparing Students for Life After K-12**

In the spring of 2018 the School Board adopted the **Career • Life • College** indicators in order to ensure Woodland's students are prepared for the next step of their lives following high school graduation.

These indicators and associated metrics will provide a reference point for improving the performance of both instructional and extracurricular programs. This mission of preparing ALL students for Careers, Life, and College beyond high school will be the foundation for the development of school and district improvement plans.

### **Quality Instructional Programs**

Woodland Public Schools provide high-quality instructional programs that support learning of the Washington State Learning Standards and beyond. These quality programs will receive special focus throughout the school year in district messaging:

- Improvement on the Smarter Balanced Assessment (SBA)
- "Beyond the Common Core"
- LETRS
- Mathematics curriculum throughout K-12
- College in the High School
- The National Board Cohort
- Career and Technical Education (CTE)

### **Equity: Support for all Learners**

Woodland Public Schools utilize a number of practices to ensure equity for student learning across all of the district's schools. Equity is the concept of providing students with the level of support they need based on their individual needs and backgrounds.

Equity has been a key message for several school years and the 2019-2020 school year will be no different as we intend to highlight the need for equitable student learning including the following topics:

- Success with ELL students in grades K-8
- PASS
- Multi-Tiered Systems of Support (MTSS)
- Partners in Transition (PIT)

## Partnerships with the Community

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Partnerships with local businesses, organizations and community members have become integral to the success of many of Woodland Public Schools' programs.

From just over the 2018-2019 school year:

- The District's Family and Community Resource Center received a number of grants including ones earmarked for August's Back to School Bash from Fibre Federal and iQ Credit Unions;
- \$50k-for-20, Woodland High School's Scholarship Trust Fund, saw an astounding increase in the amount of generous support received from businesses and community members;
- The Port of Woodland and other Woodland businesses have partnered with Woodland Public Schools to increase awareness of the importance of Career and Technical Education (CTE);
- And many, many community members volunteered their time, funds and resources to support our students.

As part of the Strategic Communication Plan, messaging will target building new partnerships as well as acknowledging and appreciating the district's existing partnerships from the incredibly supportive Woodland community.

## Special Projects

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In addition to creating messaging for release to the community, the district's communications plan includes a variety of special projects including internal communications as well as improvements to background processes and procedures to improve efficiency and help every staff member know what's happening both at their school and throughout the district.

### **Consistent Messaging: One Message, All Schools**

Recent feedback received from the community led the district to begin a process of enhancing messaging coming from each individual school so parents with children transitioning from one school to another or with multiple children enrolled in different schools will receive the same important school-related information.

The process of creating consistent messaging began last year with an internal communications audit to identify what kinds of information each school provides their parents and students as well as how each school distributes those messages. School newsletters are the predominant way each school communicates with their community, so the district will now provide pre-written and translated content to all schools for inclusion in newsletters.

By providing schools with consistent messaging, parents and students will know they will receive the information they need to know, and school staff time will be saved as staff members will no longer need to research the district-wide messages they need to release to their communities.

An internal calendar of recurring events throughout the district will allow the communications manager to follow up with the staff member managing each event and prepare messages for release to the community. By doing this, the staff members can focus on the event without spending time getting the word out to the community and events will be publicized well in advance so community members can plan to participate.

### **Website and Mobile App Refresh, Redesign and Relaunch**

The district has been working with Apptegy, the district's website and mobile application provider, over the final months of the 2019-2020 school year to refresh all district websites to enhance ease-of-use and make information more readily accessible.

In addition to website improvements, the district is planning to relaunch the mobile application with a communications campaign to generate interest and increase the number of community members, parents, and students using the app. The district will demonstrate key staff features so individual teachers and program managers can add their own content to the website and app to increase the effectiveness of both platforms.

In addition to a customized video demonstrating the unique features of the app, the district will also release a feature story covering the website redesign and directing parents and students to try out the app for a single location to find all the school information they might need.

## **Improvements to the Weekly Staff Newsletter**

The district releases an e-mail newsletter to all staff members each week containing recent media coverage, upcoming events, and information about programs requesting support.

For the 2019-2020 school year, the newsletter will include the return of Board Briefs, capsule summaries of the notes from the most recent board meeting, so staff members can stay aware of district activities and plans made by the Board of Directors.

The district also plans to find new ways of capitalizing on the newsletter to help staff members feel more connected with their district's other schools as well as their own.