

Communications Calendars

INTRODUCTION: In order to ensure consistency in communications across the schools and the district, the Communications Manager will provide a monthly calendar of important communications tasks.

Provided the month prior, each document provides key upcoming events and dates in addition to important website checks, reminders to reach out to staff for news, ideas for the next monthly newsletter, and much more.

Links in the document allow users to easily access the Communications Practices documents. This way, if a new or existing staff member needs a refresher course on how to manage the school's calendar, social media, website, or more, help is quite literally just a click away.

Like all of the documents created for the School Communications Team members, the Calendars are stored on a Google Shared Drive where every member has the ability to provide feedback to improve clarity as well as offer suggestions for how communications can be enhanced.

These calendars, like all of the Communications Team materials, are considered "living documents" which can be modified and improved over time. In other words, nothing is set in stone.



August Communications Calendar

LET YOUR FAMILIES KNOW ABOUT UPCOMING EVENTS: Post the following events (*at minimum*) to [Google Calendar](#), Website, and schedule [Social Media](#) posts:

District Events: *If an event is already on the district Google Calendar, you only need to ensure it's in your school's newsletter as it will propagate down to your school's Google calendar.*

- SCHOOL BELL SCHEDULE -- include Monday delayed-start collaboration schedule (*in addition to Tuesday-Friday*)
- OFFICE REOPENS: When does the school office reopen to public and what are the office hours?
- MEDICATION DROP-OFF: When can parents drop off student medication at the school office?
- FIRST DAY OF SCHOOL: When is the first day of school, what time can students arrive, etc.?
- ATHLETICS/CLUBS: When is registration for athletics and/or extracurricular clubs (*if applicable*)? When are the first practices for fall athletics teams?
- SCHOOL EVENTS: Any school-specific events such as Student Orientation, Lunch & Lockers, Picture Day, etc.

For assistance, refer to [Events Communications Practices](#) and [Google Calendar Communications Practices](#) for additional details.

DOUBLE-CHECK ALL EVENTS ARE ON YOUR SCHOOL'S GOOGLE CALENDAR:

- All school-specific and district-relevant events should be posted to your school's website calendar (*including those listed above*).

For assistance, refer to [Google Calendar Practices document](#) for additional details.

STAFF REQUEST: EVENTS IN AUGUST, SEPTEMBER, OCTOBER: Request all staff members including coaches and club advisers send upcoming events. Especially focus on events where families can attend such as:

- Music/drama performances
- Student Assemblies, Science Fairs, Art Exhibits
- Upcoming meets, games, and tournaments for athletics and clubs (*not practices*)

WEBSITE: Post and update the following website pages and content (at minimum):

- Prepare and Post a News Article for your school's front page welcoming students to the new school year and include any specific information parents and students may need to know for starting the year at your school.
- Ensure all school-year content is updated for the new school year including (but not limited to):
 - Bell Schedules
 - Food Services
 - Principal's Welcome Message
 - Staff Listings
 - Student Handbooks
 - Supply Lists
 - Related Permission and Registration Forms (Athletics, Clubs, etc.)
 - KWRL Registration
 - Kindergarten Start (Elementary)

For assistance updating your school's website, contact the Information Technology team.

MONTHLY NEWSLETTER: Prepare and distribute the monthly newsletter:

- **IMPORTANT DATES:** First Day of Kindergarten, Board Meetings, Labor Day Holiday, Picture Day
- Include all upcoming events in September and October (*remember to include holidays, nonstudent days, early release days, board meetings, school events, etc.*)

- Include permanent newsletter sections: school bell schedule, meal prices, etc.
- Include school-specific news events and/or academic projects, recognition, etc.
- Include any district content sent from the Communications Manager *(if applicable)*.
- Distribute the newsletter *(both English and Spanish versions)* to your families:
 - Post English and Spanish versions to school website ([Make Translation Services requests from the IT Helpdesk by clicking this link](#))
 - Send directly to families via email
 - Prepare and post social media messages including link to Newsletter webpage

For assistance, refer to [Newsletter Communications Practices document](#) for additional details.