



COMMUNICATIONS PLAN

September 2024

BOARD OF EDUCATION

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Overview

At North Linn Community School District, our mission is *to provide a vibrant learning environment that empowers students to grow into engaged and contributing members of their community*. A core element of achieving this mission is establishing and maintaining open and efficient communication channels both internally, among staff and students, and externally, with families, community members, and stakeholders.

Our communication strategy aims to ensure that every individual within the district is informed, connected, and involved. Internally, we will focus on clear and timely communication to foster collaboration and alignment on our shared goals. Externally, we are committed to transparency, ensuring that our community understands not just what we do, but why we do it. By sharing our story directly through the lens of the district, we seek to create an authentic narrative that builds trust, supports our mission, and encourages community involvement.

By fostering open communication and inviting input, we aim to strengthen the support of our community, ensuring that North Linn continues to be a district where students thrive and community members feel valued and heard.

Principles

This plan was developed to assure:

1. Two-way communications with all North Linn stakeholders
2. The school district's "story" is accurately told
3. Transparency in school district operations
4. All communications support the school district's goals

Audiences

External: -Businesses -First Responders -Legislators -Media -Families -Parent/Teacher Organization -Senior Citizens -Surrounding School Systems -Tax payers -Community Partners i.e. Kirkwood, ASAC, etc. -Grant Wood AEA	Internal: -Board of Education -Administrators -Certified Staff -Support Staff -Students
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Goals, Objectives, and Strategies

I. Community

Facilitate meaningful and open communications with the North Linn community.

<u>Objectives</u>	<u>Strategies</u>
A. Build connections with community members	1. Superintendent Blog to inform and update stakeholders, answer questions and make connections
B. Facilitate two-way communication	2. Utilize social media to promote school system Facebook, X, Instagram
C. Provide transparency to all stakeholders in issues and information involving the school district	3. Participate in community forums where appropriate
D. Responsibly utilize a variety of media (Facebook, email, Instagram, Lynxcast)	4. Invite public to special events: Homecoming, PTO Events, Play/Musical, Veteran's Day
E. Parents, students and community members have formal ways to give input regarding optimal operations of the school.	5. Increase visibility at community events: Pickle Days, Harvest Home, July 4th 6. Continue weekly calendar of events and post monthly events at businesses 7. Create a mailer 2 times per year 8. Invite community members to Leader in Me Day 9. Members of community on School Improvement Advisory Committee 10. Utilize surveys to gather input and feedback

II. Student / Families

Facilitate meaningful and open communications with the North Linn Schools students and families.

<u>Objectives</u>	<u>Strategies</u>
A. Develop meaningful communications with parents and students to assure their voices are heard	1. Superintendent Blog to inform and update stakeholders, answer questions and make connections
B. Increase recognition of parents and students internally and externally for their accomplishments	2. Utilize family notification system
C. Responsibly distribute school information to students and parents	3. Keep website updated
D. Parents, students and community members have formal ways to give input regarding optimal operations of the school.	4. Participation on ad hoc committees as needed
	5. Family and student participation on School Improvement Advisory Committee
	6. Recognize outstanding volunteers, staff, and students at BOE meetings
	7. Attend PTO meetings regularly to provide updates
	8. Continue monthly district newsletter and daily announcements
	9. Increase visibility at school and community events
	10. Increase access and use of Canvas and SeeSaw
	11. Connect to the state anonymous student reporting system
	12. Email families and staff before and after the BOE meeting
	13. Student participation in Leader in Me Day and provide opportunity for families to view their work
	14. Utilize surveys to gather input and feedback

III. Staff

Enhance communications with staff making information acquisition and dissemination more frequent, efficient, and uniform.

<u>Objectives</u>	<u>Strategies</u>
A. Increase recognition of staff internally and externally for their accomplishments	1. Develop new employee onboarding
B. Responsibly distribute school information to students and parents	2. Use email to communicate with staff frequently on school and community issues
C. Teachers are given formal roles in the decision-making process for school initiatives.	3. Administrators to hold staff meetings and send out weekly updates through email
D. Teachers and staff work collaboratively to address common issues regarding curriculum, assessment, instruction, and academic success of all students.	4. Recognize employees for their accomplishments and contributions at BOE meetings, newsletter, and social media
E. Faculty and staff have formal ways to give input regarding optimal operations of the school.	5. Continue to communicate with staff an email after Lighthouse meetings
	6. Email families and staff before and after the BOE meeting
	7. Superintendent Blog to inform and update stakeholders, answer questions and make connections
	8. Participation on ad hoc committees as needed
	9. Utilize surveys and meeting evaluation form to gather input and feedback

IV. Media

Establish and maintain collegial relationships with media outlets to enhance school district's image.

<u>Objectives</u>	<u>Strategies</u>
A. Partner with media to promote positive stories	1. Participate in requests for articles and interviews
B. Establish and expand professional relations with the media	2. Share important blog information with local newspaper

V. Crisis Communications

Develop crisis communication plans to inform parents, students and a community in an effective and efficient manner.

<u>Objectives</u>	<u>Strategies</u>
A. Develop detailed crisis management plans	1. Crisis management and communications training and ongoing professional development
B. Provide timely and accurate information to internal and external audiences	2. Post reunification sites and procedures for parents
C. Develop predetermined chain of command and incident commanders	3. Frequently update demographic information
D. Establish a strong relationship with emergency management services to ensure smooth procedures in case of an emergency	4. Utilize Infinite Campus text notifications
E. Faculty and staff perceive the school environment as safe and orderly.	5. Update website to have a dedicated crisis management section
F. Students, parents, and community perceive the school environment as safe and orderly.	6. Update Emergency Operation Plans annually
	7. Review all Emergency Operation Plans and protocols with staff annually
	8. Establish media protocols for emergency incidents
	9. Consult and include local emergency management officials in planning
	10. Identify, acquire and utilize internal communications tools and resources

Protocols

Outside Organization Information Dissemination

Any individual or outside organization wishing to disseminate information must ensure the information is not:

- A. is obscene to minors;
- B. is libelous;
- C. contains indecent, vulgar, profane or lewd language;
- D. advertises any product or service not permitted to minors by law;
- E. constitutes insulting or fighting words, the very expression of which injures or harasses other people (e.g., threats of violence, defamation of character or of a person's race, religion, gender, disability, age or ethnic origin);
- F. presents a clear and present likelihood that, either because of its content or the manner of distribution, it will cause a material and substantial disruption of the proper and orderly operation and discipline of the school or school activities, will cause the commission of unlawful acts or the violation of lawful school regulations.

Distribution on school premises of material in categories (a) through (d) to any student is prohibited. Distribution on school premises of material in categories (e) and (f) to a substantial number of students is prohibited.

Anyone wishing to distribute unofficial written material must first submit for approval a copy of the material to the building principal at least twenty-four hours (excluding weekends and holidays) in advance of desired distribution time, together with the following information:

1. Name and phone number of the person submitting request and, if a student, the homeroom number;
2. Date(s) and time(s) of day of intended display or distribution;
3. Location where material will be displayed or distributed;
4. The grade(s) of students to whom the display or distribution is intended.

Social media posts from outside organizations can only be shared through our social media post, we are unable to create the initial post. The resharing of social media posts will be for groups/organizations, not individual students.

The information shared from external organizations, resources, or third-party entities does not reflect the beliefs, views, or policies of North Linn Community School District. These materials are provided for informational purposes only, and the inclusion of such content does not imply endorsement or support by the district.

District Newsletter

A district newsletter will be sent around the first full week of every month. The purpose of the newsletter is to show our students in the school environment. We also want to celebrate the great accomplishments of our students and staff. The district newsletter gives us a platform to tell our North Linn story to the community.

Board of Education Meetings

According to Board Policy No. 213, citizens wishing to address the board during public comment must notify the board secretary prior to the board meeting. The board president will recognize these individuals to make their comments at the appropriate time during public comment. Citizens wishing to present petitions to the board may also do so at this time. The board however, will only receive the petitions and not act upon them or their contents.

The board has the discretion to limit the amount of time set aside for public participation. Normally, speakers will be limited to 5 minutes with a total allotted time for public participation of 30 minutes. Public comment is a time set aside for community input, but the board will not discuss or take any action on any matter during public comment.

District Mailer

A North Linn District Newsletter will be mailed out to the North Linn communities at a minimum of three times per year. A fall mailer will cover changes for the new year and important information coming out of legislation. A winter mailer will have a focus around registration. The third spring mailer will cover district data.

Inclement Weather

School Closures and Delays:

In the event of severe weather conditions, such as heavy snowfall, icy roads, or extreme cold, the North Linn Community School District may need to make decisions regarding school closures or delays. Each weather situation will be assessed independently. A decision is generally made before 6:00 am.

Notification Process:







Our district utilizes various communication channels to notify parents and guardians of any changes due to winter weather. You may stay informed through the following:

1. Text Alerts: Make sure your contact information is up-to-date in Infinite Campus to receive text alerts for school closures or delays.
2. Emails: Check your email regularly for official announcements and updates.
3. Social Media: Visit our district website and Facebook accounts.
4. Local News Outlets:

Television – KGAN, KCRG & KWWL

Radio – KMCH 94.7 FM, KCKK 88.3 FM & KXEL 1450 AM

Communications Matrix *Note: the matrix below is a guide. Every effort will be made to adhere to this guide. Circumstance may dictate deviations.*

Type of Information	 Website	 Email	 Digital Backpack	 Phone Call	 Text Message	 Social Media
General Info	✓	✓				
Emergency	✓	✓		✓	✓	✓
Early Dismissal	✓	✓			✓	✓
Delayed Opening	✓	✓			✓	✓
School Closures (weather related)	✓	✓			✓	✓
Forms	✓					
Promotional Internal		✓	✓			
Promotional External			✓			

Internal Promotional Material includes materials directly from North Linn CSD and/or entities that utilize the North Linn facilities on a consistent basis. Examples include youth sports and archery.

External Promotional Materials includes materials not related to North Linn CSD and/or entities where activities occur at a location other than the North Linn CSD facilities. Examples include local libraries and scout organizations.