

Communications/Linkages Plan established March 2017

From BOE Policy GC-3 Board Communication Plan:

The Board will develop and execute an interactive board communications plan which **informs** the **board's Results**, **promotes** support for district efforts, and provides for **collaboration and consensus** building.

The plan addresses:

- a) **With whom the board communicates**, specifically focused on student achievement

Stakeholders

To include, but not limited to, those from the following groups:

- Parents (subgroups)
- Community businesses
- Religious community
- Citizens
- Municipal leaders
- Residents w/o children
- Early childhood community (Head Start, Birth to 3, 4K, etc.)
- Media
- Other educational institutions
- Social and civic organizations
- Vendors to district
- Employers outside of district
- Retired staff
- Public school advocacy groups
- Elected officials
- Other school boards
- Graduates
- Emergency responders

Prioritized list of groups - focused on student achievement (draft)

- Parents - PTO groups
- DASD recent graduates
- Higher education
- Business leaders

b) What is communicated

Messages / Content - Focus on Student Achievement

(based on [IAP2 Spectrum of Public Participation](#))

- To inform/educate and use as a basis for conversations:
 - Board Results: “Here is what the Board is monitoring” “Here is how we are monitoring student achievement”
 - Annual report ([refer to OE-9 Communicating with the Public](#))
(Keeping in mind the role of the Superintendent vs. the role of the Board in communication)
- To consult or involve :
 - Listen to and acknowledge feedback, input, and aspirations or ideas; seek opinions
 - Results/monitoring (Solicit reactions; Is this helpful to you?)
 - Values (What’s important to you?) (What do you value in youth?)

c) When communication activities occur

d) The means of communication

e) Mechanism to evaluate the effectiveness of communication activities

Board's Action Plan / Calendar, 2016-17

Date & Organization or Group	Stakeholder Group	Responsibility (lead board member)	Means (focus groups, surveys, public meetings, workshops, open houses, advisory committees)	Intended Outcome / Content	Evaluation / Monitoring
March 13 Wisconsin Public Education Network	Public School Advocacy	Steve Tenpas	Board meeting presentation and discussion	Learn about advocacy efforts currently underway in Wisconsin; seek ways for BOE to participate or support	BOE debrief

Date (tbd) Elementary & DAMS PTO Groups	Parents		<i>Special meeting of all PTO leaders/boards or attend individual board meetings?</i>	Inform: "Here is what the Board is monitoring." Solicit reactions, feedback and questions; "Is this helpful to you?"	Follow-up or exit survey of participants Document observations by BOE members # of participants
Fall 2017 (tbd) DAHS Quarterly Parent Mtg	Parents		Attend DAHS Parent Mtg	Inform: "Here is what the Board is monitoring." Solicit reactions, feedback and questions; "Is this helpful to you?"	Follow-up or exit survey of participants
Board Training on effective communication skills	BOE	BOE Communication Plan Committee (Steve, Brian, Linda, Eric, Ann, Debbie)	BOE Retreat	For BOE stakeholder linkage connections: identify processes and talking points; clarify purpose and board member roles; develop suggested strategies for successful linkages	Outline of guidelines and strategies