District Communication Plan
2017-2018

GOAL
To create transparency and increase participation in the Peach County School District (the “District”) by engaging all stakeholders in the decision-making process to impact student success.

OBJECTIVES
- Engage stakeholder participation from all stakeholder groups
- District leaders’ participation in community affairs
- Build support from the business community
- Disseminate relevant information to all stakeholder groups
- Ensure stakeholder confidence in the District
- Create transparency in the District’s business and student affairs
- Provide a two-way line of communication between the District and all stakeholders

TARGET AUDIENCES
1. Board of Education
2. Central Office Staff
3. School Officials
   - Principals
   - Assistant Principals
   - Teachers
   - Support Staff
4. Local School Governance Team
5. Community Engagement Committee (In effect 2008-2009 through 2015-2016)
6. Students
7. Parents
8. Business/Community Leaders
9. Media
10. General Public
## PLANS TO ACCOMPLISH GOALS

1. Board of Education Members
   - Superintendent’s Annual State of the System Address
   - Annual School Board Retreat
   - Annual District Back-to-School Meeting
   - Annual District Leadership Retreat
   - Monthly Board Meetings
   - Called Board Meetings/Public Forums
   - Superintendent Web Message
   - Surveys
   - Email
   - Automated Call-Out Messages

2. Central Office Staff
   - Annual District Leadership Retreat
   - Annual District Back-to-School Meeting
   - Monthly Board Meetings
   - Called Board Meetings/Public Forums
   - Superintendent’s Monthly Leadership Team/Principals Meetings
   - Support Staff Meetings
   - Superintendent’s Web Message
   - Surveys
   - Email
   - Automated Call-Out Messages

3. School Officials
   - Annual District Leadership Retreat
   - Annual District Back-to-School Meeting
   - Monthly Board Meetings
   - Called Board Meetings/Public Forums
   - Local School Governance Teams
   - Monthly Principals and Assistant Principals Meetings
   - Superintendent’s Web Message
   - Surveys
   - Emails
   - Automated Call-Out Messages

4. Local School Governance Team Members
   - Monthly Local School Governance Team Meetings
   - Participation in the Decision-Making Process at the School Level
   - Participation as Committee Members in Stakeholder Meetings

5. Community Engagement Committee Members
   - Monthly Community Engagement Committee Meetings
   - Monthly Board Meetings
   - Called Board Meetings/Public Forums
| 6. Students | Participation as Committee Members in Stakeholder Meetings  
| | High School and Middle School Student Councils Report during Monthly Board Meetings  
| | Surveys  
| | Email  
| | Automated Call-Out Messages  
| 7. Parents | Monthly Board Meetings  
| | Called Board Meetings/Forums  
| | Local School Governance Team Meetings  
| | Community Engagement Meetings  
| | Title I Parent Meetings  
| | Participation as Committee Members in Stakeholder Meetings  
| | Superintendent’s Web Message  
| | Surveys  
| | Email  
| | Automated Call-Out Messages  
| 8. Business/Community Leaders | Monthly Board Meetings  
| | Called Board Meetings/Forums  
| | Local School Governance Teams  
| | Superintendent’s Presentation to Civic Organizations  
| | Superintendent/District Leaders attend Business/Community Functions  
| | Participation as Committee Members in Stakeholder Meetings  
| | Partnerships with Business and Community Leaders  
| | Superintendent’s Web Message  
| | Surveys  
| | Emails  
| | Automated Call-Out Messages  
| 9. Media | District Media Contact Person  
| | Monthly Board of Education Meetings  
| | Called Board Meetings/Forums  
| | Publication of the District’s Continuous Improvement Plan (updated as necessary to reflect revisions)  
| | Media Invitations to District Events  
| | Press Releases  
| | Emails  
| | Superintendent Interviews  
| 10. General Public | Monthly Board of Education Meetings  
| | Called Board Meetings/Forums  
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- Local Newspaper – legal publication organ of the District
- Press Releases
- Publication of the District’s Continuous Improvement Plan (updated as necessary to reflect revisions)
- Superintendent’s Web Message
- Surveys
- Emails

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<thead>
<tr>
<th>TIMELINE FOR EVALUATION OF THE PLAN</th>
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<tr>
<td>1. Mid-year Review of Plan</td>
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<td>2. Annual Review of the Plan</td>
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