



Mission: To graduate college and career ready students
Vision: Learning Today-Leading Tomorrow!

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

- 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

TIMELINE FOR EVALUATION OF THE PLAN

1. Mid-year Review of Plan
2. Annual Review of the Plan