

DRAFT #1



Communications Protocols Handbook

2019

Overarching Goal

Communicate openly, freely, and accurately to engage and involve all shareholders.

Objectives

- Build awareness of and support for the Coronado Unified School District's excellent educational programs and key initiatives.
- Create and maintain communication practices that build organizational and community confidence in the District.

In 2019-20, we seek to...

- Clarify communication vehicles from District and Sites to all shareholders.
- Ensure communications are timely, accurate and reliable to build shareholder trust in our information.

Action Plan

1. *Roles and Responsibilities* – Establish: (a) District communications team, (b) ensure our employees are respectfully treated as members of the District's "communications team," and (c) clarify internal, two-way communications protocols.
2. *Expectations* – Outline explicit expectations for the dissemination of communication regarding issues/situations that may prompt community questions and concerns. We want our employees and parent leaders to be prepared to help provide the facts and direct people to official District communication resources.
3. *Communication Tools* – Establish and clarify official District communication practices and tools. Distinguish between ongoing communication and issue-specific communication, including purpose, processes and tools.
 - All employees and parents need to know how they will hear from the District and the site on an ongoing basis and when we face an issue, i.e. lockdown, disruption on campus, etc.
 - Community and individual social media sites and conversations can prompt an unreasonable expectation that District employees will monitor and answer all comments and questions that appear online.
 - We must establish official District communication tools to help set expectations regarding where/how the shareholders will be able to capture accurate information on the District.
4. *Build Capacity* – Conduct necessary workshops with District, site and union leadership to clarify communications protocols for both ongoing and issues communication.

1. Roles and Responsibilities

District Communications Coordinators

Superintendent and the Superintendent's Administrative Assistant serve as the communications coordinators/point people at the District office.

Principal's Messages to School Site and School Families

Principal's message should be shared with the District Communications Coordinators who will determine if it should be shared with a broader group of shareholders. See CUSD Communications Dissemination Planning Guide on the next page.

Standardizing Messages/Clarifying Expectations

If a message from a school site is shared beyond the site, for example it may be shared with site leaders across the District, then a standard heading will help readers understand why they are receiving the message and what is expected of them.

- FYI – No Action Required
- As a courtesy, we want you to have this information in case you get questions.
- Please consider sharing with those, e.g. front office, who may get questions.
- If you have questions, please contact (name and number).

Social Media

District Communications Coordinator to monitor social media and issue updated messages to internal shareholders, to clarify facts, as/if necessary.

The District and our school sites strive to provide timely and accurate information to our school community, including employees, families and the community at large. We do not monitor *non-District* social media sites, thus we do not add our voice to these sites. If non-official social media prompts questions and/or concerns, we encourage you to contact your school site administrator or information@coronadousd.net. We will strive always to provide timely, honest and accurate information on our school district to our full school community.



Communications: Dissemination Planning Guide

Date: _____

1. Superintendent:

Was notified by _____
regarding *(topic/situation)*

2. Board of Education:

Superintendent or _____ to notify by:

- ☐ Phone
- ☐ Text
- ☐ Email
- ☐ Weekly Update

3. Executive Cabinet:

Superintendent or _____ to notify by:

- ☐ Phone
- ☐ Text
- ☐ Email

4. District Leadership Team:

Superintendent or _____ to notify by:

- ☐ Phone
- ☐ Text
- ☐ Email

5. Employee Representatives/Union Leadership:

Superintendent or _____ to notify by:

- ☐ Phone
- ☐ Email

6. CUSD Staff:

Superintendent or _____ to notify by:

- ☐ Email
- ☐ District Office Receptionist
 - ☐ Email
 - ☐ Phone
 - ☐ In Person

7. CUSD Parents:

_____ to notify by:

- ☐ Phone (School Messenger)
- ☐ Email
- ☐ Website

8. Coronado Community:

_____ to notify by:

- ☐ Constant Contact
- ☐ Website
- ☐ Media (CUSD Forum, CUSD Matters, Newspaper, etc.)
- ☐ Phone Call to Outside Agencies (SRO's, Police Dept., Fire, etc.)

Notes:

Reminder – Tell the recipient why they are receiving the information; what to do with it, where to send questions.

- FYI – No Action Required
- As a courtesy, we want you to have this information in case you get questions.
- Please consider sharing with those, e.g. front office, who may get questions.
- If you have questions, please contact (name and number).
- We will issue an update (when).

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2. Expectations

Clarify communication expectations with all internal shareholders.

Internal Shareholders:

- Board of Education
 - Executive Cabinet
 - District leadership team, including union leaders
 - Site administration
 - Rep Council
1. How they will receive information from the District Communications Coordinators or site/department leadership.
 2. Their role in understanding the facts and turning people with questions toward the accurate source of information.
 3. Understanding where to send questions, so they can be addressed/added to updated messages.

Clarify communication expectations with key external shareholders.

External Shareholders:

- Parent leaders
 - Committee chairs
 - Foundation leader
1. How parent and foundation leaders will receive information from the District Communications Coordinators.
 2. Their role in understanding the facts and turning people with questions toward the accurate source of information.
 3. Understanding where to send questions, so they can be addressed/added to updated messages.

3. Communication Tools

Sites to Parents and Community At-Large

Ongoing – outline tools expected to be used and how to be used, e.g. newsletter and text?

Issues/Incidents

How parents will be notified; when possible, these messages will be shared with staff first, so they are prepared for questions. These messages will be shared with the District Communications Coordinators, so they can be shared with other internal shareholders, as appropriate.

Create an infographic that clearly articulates the site and District official communication tools and how to subscribe. *See sample on next page.*

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How You Will Hear From Our Schools



Weekly newsletter, issued on Mondays from school principals

Information of school events and updates*

News and Fun Facts



Like our Facebook page



Automated Messenger System

Communication on important topics or urgent matters*

Events, activities, calendars, schedules, family handbook, general information



Individual School Websites

****Call To Action: If you are not receiving these communication pieces, please check with the school office to verify that your contact information is correct.***



@coronadoislanders
619-522-8907
chs.coronadousd.net



@coronadomiddleschool
619-522-8921
cms.coronadousd.net



@silverstrandelementary
619-522-8934
strand.coronadousd.net



@coronadovillage elementary
619-522-8988
village.coronadousd.net
ECDC: 619-522-6121



Social Media

From time to time, you may read something about our schools on non-district social media sites. Please remember, these are not official sources of Coronado Unified School District information, and staff will not monitor, challenge or defend statements made on non-district sites. If you have questions about something you have read on social media, we highly encourage you to contact the district directly to ensure you have the most accurate information. Contact us with questions!



How Will You Hear From the District

Urgent Situations*

InTouch Emails, Text Messages, and/or Phone Calls: Parent communication on important topics or urgent matters.

Emergency Situations*

During the event of an emergency, we will work in close collaboration with law enforcement, we will always balance our duty of care and safety to students with the desire to effectively communicate accurate information with our shareholders. Social media makes this challenging. Please trust that communications from CUSD will be factual and timely while prioritizing the immediate safety of our students and staff. As part of our CUSD community during emergency situations, you can expect to hear directly from the district through phone/text/email.

Updates/Information



Website: Information, news, and announcements pertaining to all schools in the district. Visit us at coronadousd.net



CUSD News Blog: Special announcements and good news about our students and staff as well as the great things happening in our district, schools, and classrooms coronadousd.net/news



District Facebook Page: Official Facebook page where we share good news and fun facts about our schools and district. Like and follow us on Facebook! [@CoronadoUSD](https://www.facebook.com/CoronadoUSD)

****Call To Action: If you are not receiving these communication pieces, please check with the school office to verify that your contact information is correct.***



information@coronadousd.net
619-522-8900
strand.coronadousd.net

Follow Our Community Partners

Coronado Schools Foundation

csfkids.org

President & CEO Patty Cowan
pcowan@coronadousd.net

Islander Sports Foundation (ISF)

islandersportsfoundation.com

President Mike Hurlburt
hurlburt.mike@gmail.com

Military Families

coronadousd.net/parents-students/military-families

SAFE

coronadosafe.org

Executive Director Georgia Ferrell
georgia.ferrell@coronadosafe.org



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4. Build Capacity

Step 1. Audit and Assess

Gather input on communication strengths and gaps from shareholders.

Step 2. Draft Communications Protocols Guidebook

- Outline plan to ensure communication expectations are clear and that roles and responsibilities are assigned and understood.
- Refine guidebook with a small group of internal shareholders, including District and site administration and union leadership.

Step 3. Build Capacity

District, Union and Site Administration

- Roll out, case study practice, issues writing assistance and media interview tips

Parent and Community Leaders

- Roll out, case study practice, reinforce need to help all parents understand where to get official information from schools and the District.