

Washakie County School District #2 Communications Plan

I. Purpose:

The school-wide communications plan provides the infrastructure to develop a communication program for the internal and external public at Ten Sleep School. This plan will provide public understanding and awareness of the learning opportunities provided for students and learners of all ages at Ten Sleep School. In accordance with school board policy and technology use policy, this plan will also help to establish a positive school climate that promotes cooperation, family and community involvement, and professional learning that is open to new ideas, within a safe, disciplined, drug-free environment that fosters the development of good character and citizenship.

II. Communication Beliefs:

- We believe it takes an entire community to educate children and to prepare them for the future.
- We believe effective communication will allow parents and community members to be connected to our school.
- We believe in developing a school of excellence that is linked to the community and constantly evolving and improving.
- We believe that good communication is critical to success.

III. Targeted Publics:

An effective communications plan provides necessary tools designed to promote a better understanding and support for students' education by focusing on targeted publics at Ten Sleep School.

Internal Publics

Administrators, faculty, staff, certified and non-certified support, and students are included in the internal public.

External Public

Parents, guardians, taxpayers, civic and social groups, media organizations, business and industry, religious groups, social and government agencies, senior citizens are included in the external public.

IV. Communication Channels

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels Ten Sleep utilizes:

Communication Vehicle: Electronic

School Newsletter

District/School Web Page

PowerSchool

One-Call

Surveys

Public Marquee

Communication Vehicle: Print

Newsletter
Board Meeting Notice/Agenda
Teacher Handbook
Student Handbook
New Teacher Packet
Positive Postcards
Weekly Deficiency Letters
Surveys
Permission Slips

Communication Vehicle: Media

TCT
Northern WY Daily News
Other regional and state newspapers

Communication Vehicle: Interpersonal

Outlook
Monthly Calendar
Faculty meetings
Weekly memo
Calling tree
Digital Marquee
PLC

Communication Vehicle: Stakeholder

Community School Organization
Local Business Bulletin boards
Ten Sleep Tribute Paper
Relations Team