

Gallia County Local Schools RttT Communications Plan

Goal:

The Goal of this plan is to create a transparent system of communications with all stakeholders.

Objectives:

- Build credibility of RttT district initiative for the Gallia County Local Schools among stakeholders.
- Recruit support for initiatives from the stakeholders.
- Keep stakeholders informed of progress.

Audiences:

School officials

Administrators

Principals

Teachers

Parents

Students

Community Leaders

Media

General Public

Positioning Strategies:

- The Gallia County Local School system is successfully working to improve the quality of education for its students.
- The school system is listening to the community and to key stakeholders.
- The system is a faithful steward of local, state and federal dollars.
- The system's leadership is knowledgeable about the key issues facing education today.
- The school board members and the Gallia County Local Education Association are passionate about supporting the RttT initiative.

Operational Strategies:

Administrators/Principals/Teachers/Support Staff:

From the perspective of the Shared Leadership Model presented in the OIP

Access to updates through the district website (intranet accessible to employees)

Meetings (DLT, union, school board, BLT, TBT, district in-service activities, etc.)

- Information will be shared by administrators and district transformation team with all staff
- Access to the intranet has been granted to all staff members so that updates may be received.
- Face-to-face meetings between the superintendent and the union president will be utilized to discuss possible strategies and progress updates.

Parents/Community/School Board/Media:

District Website Postings

Parent Advisory Council Meetings

Monthly Updates at Board Meetings

- Monthly updates will be posted to the district website.
- Quarterly, the superintendent's parent advisory committee will meet. A portion of the agenda will be focused on RttT initiatives.
- Key messages will be developed for each school board meeting to ensure that progress is clearly conveyed during the meetings.

Students:

District Website Postings

Student Advisory Council Meetings

- Monthly updates will be posted to the district website.
- Quarterly, the superintendent's student advisory committee will meet. A portion of the agenda will be focused on RttT initiatives.

Progress Monitoring

We will periodically check progress to ensure that communication goals are being met throughout the process by documenting occurrences of information delivery and receipt by stakeholders. To the greatest extent possible, the district will proactively communicate progress and continually call on the community to support the RttT initiative. Handouts on key messages can be provided to the board. Informational handouts will also be available for all stakeholders, reiterating the most important points.