



Penns Valley Area School District Communication Plan

The Penns Valley Area School District communication plan is designed to guide the District's engagement with various stakeholders in support of student achievement.

The communication plan is an organic and evolving document subject to revision as needed and reviewed annually along with other planning documents.

The plan is organized to include component areas, goals, action items as well as a reference section of appendices. The component areas define the degree of influence for each goal, the goals address the needs of the District, and the action items define what must be done to complete the goal, by whom, and in what timeframe. The reference section identifies specific lists of critical components within the communication plan. More specifically the reference section includes a list of stakeholders, methods of communication, and methods of assessing our communication effectiveness.

The following is how the plan is broken down:

- I. Essential Components of a Communication Plan
- II. Goals of the Communication Plan
- III. Action Items to carry out the Communication Plan

Reference Section

Appendix A – Stakeholders

Appendix B – Methods of Communication

Appendix C – Methods of Assessment

Appendix D – Appropriate Contact Information

I. Essential Components of a Communication Plan

The following components of effective school communication were established using the National School Public Relations Association guidelines.

Four Components Defined:

- A. Comprehensive –Comprehensive communication means that the District is making the process of communication a priority throughout the system.
- B. Internal – Internal communication is the flow of information to and from people within the school district. For example, employees understand the expectations, of the District’s mission and goals, coordinating of efforts to communicate with external stakeholders, being ambassadors for the District, or coordination of communications in a crisis.
- C. Parent/Family – The relationship between the families of students and the schools is important to success in and out of the classroom. Keeping families informed about -and involved with - their children’s education helps support student achievement. Knowing what methods of communication are preferred by families makes the communication process more efficient.
- D. Marketing/Branding – We are a brand. We need to demonstrate we are responsible stewards of tax money and market our brand to our taxpayers. Establishing a positive public image will help provide the community backing needed to support the District’s vision.

II. Goals of the Communication Plan

- 1. Communicate District Mission Statement, Belief Statements, Vision Statement, and goals.
- 2. Speak with “one clear voice” that conveys consistent, accurate, and appropriate information, with a customer service-friendly attitude.
- 3. Develop a sense of ownership for communication
- 4. Promote public engagement and the use of media relations strategies
- 5. Actively manage the image and reputation of the School District
- 6. Communicate effectively during crisis situations
- 7. Provide necessary training and resources to improve understanding of communication expectations.
- 8. Assess effectiveness of communication strategies

Goal 1: Communicate District Mission Statement, Belief Statements, and Vision Statement.

Knowing our Mission, Belief, and Vision statements to drive our everyday decisions, it is critical to emphasize the importance of these statements if we truly want them to be a conscious part of how we conduct business. These statements are inherently connected to the branding of our District. If these statements are what we advertise to the public, we need to ensure the culture we are creating is consistent with the values we are promoting.

Goal 2: Speak with “one clear voice” that conveys consistent, accurate, and appropriate information, with a customer service-friendly attitude. Every employee of the Penns Valley Area School District is an ambassador for the District and for public education. Every single conversation or interaction we have with members of the public has the ability to improve or erode public sentiment toward our school. Making sure we know what is legal to communicate (i.e., honoring confidentiality, HIPPA, or FERPA mandates), making sure what we communicate is accurate, and knowing what content is ethical to share with what audiences need to be taken into consideration when we interact with the public.

Goal 3: Develop a sense of ownership for communication

The process of public relations is not one person’s responsibility. Every staff member has a responsibility to promote what is going on in the District. When there are students or staff who are honored for their accomplishments, we need to take the initiative to share. When there are events, or productions, or even everyday classroom activities that highlight student achievement, teachers need to know how to get the news out and then do their part to publicize such happenings.

Goal 4: Implement public engagement strategies

This goal embodies how we inform the public of what is going on in the District, as well as our strategies for getting the public involved in the school community. This broad goal represents how we interact with parents or residents or businesses. Interactions could include informing people of events or policy changes or getting input on certain issues.

Goal 5: Actively manage the image and reputation of the School District

We need to monitor how well we are communicating. This could include the consistent use of logos, standards for email signatures, the quality of events we host, the cleanliness of our facilities, or making sure we are represented fairly in the media. This goal also complements Goal 2 in that if those statements represent what we aspire to be as a District, we need to make sure we are living up to them.

Goal 6: Communicate effectively during a crisis situation

We have to anticipate possible crises situations and have effective plans in place. Faculty and staff need continual trainings to keep up-to-date on what to do, and crisis intervention plans need to be reviewed by emergency and law enforcement staffs regularly.

Goal 7: Provide necessary training and resources to improve understanding of communication expectations.

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This goal represents the need to provide training and document policies and best practices for our District communication. Included in the plan are specific action items to address important points of emphasis.

Goal 8: Assess effectiveness of communication strategies

We need to continually review what we are doing to improve communication and whether our tactics are working. We need to stay abreast on the needs and interests of the community making sure they have access to the information they need.

III. Action Items

Goal	Component	Action Item	Primary	Supporting	Start	End Date/ frequency
1	A	Expand branding at all schools to include vision statement and components of Penns Valley Learning Experience	CRD	DPP	January 2018	August 2020
1	A	Seek student input on branding, especially at the high school through focus group	CRD	P	January 2018	August 2020
1	C	Plan focus groups for select groups to seek input in identified areas of need	SUP		June 2016	As needed
1	C, D	Educate community on initiatives used to reach our goals as outlined in the comprehensive plan and PVLE	SUP	CRD	November 2017	Annually with segment in the Annual Report
1		Seek parent and stakeholder input during comprehensive planning process	ASUP		November 2017	Once every 3 years in line with the review times for the comprehensive plan
1	A	Develop fact sheets to publish on system web site for important current issues	CRD	IT	Ongoing	As needed
1, 3	B, C	Publish weekly "week-in-review" e-newsletter (or email or memo), which also communicates at least one element central to the Penns Valley Learning Experience to students and employees	P		Ongoing	
Goal	Component	Action Item	Primary	Supporting	Start	SUP
2	A	Research Vendors and Redesign School Website	IT	CRD	November 2017	ongoing

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2	B	Integrate website, Facebook, Instagram, and Twitter feeds (and investigate comprehensive school app) in correspondence with overhauling website	CRD	IT	February 2018	June 2018
2	B	Effectively balance social media use between 1) School information 2) Parent and student resources and 3) Feel good posts	CRD		November 2017	ongoing
2	C	Use social media, website, and print media to make announcements, to provide student or staff recognition, identify professional development opportunities, announce student enrichment activities, and promote programs	CRD/Staff		Ongoing	Daily ongoing
2	A	Process public information requests	SUP		Ongoing	As needed
Goal	Component	Action Item	Primary	Supporting	Start	Staff
3	A	Plan, promote, and report on District events	Internal Staff		Ongoing	Daily
3	A	Conduct annual in-service programming emphasizing communications expectations and resources	CRD		Ongoing	Annually in August
3	A	Conduct annual in-service to induction class on professional communication	CRD		Ongoing	Annually
1, 3	B, C	Publish weekly "week-in-review" e-newsletter (or email or memo), which also communicates at least one element central to the Penns Valley Learning Experience to students and employees	P		Ongoing	Weekly
3, 4	A, C, D	Provide or coordinate communications training as needed to the administration, staff, support personnel, or board	SUP/CRD		As needed	Ongoing
3, 7	B	Conduct Monthly Staff Meetings	P		Ongoing	Monthly

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3,4	B	Make communication discussion a standard part of all administrative staff meetings	SUP	CRD	November 2017	Monthly
Goal	Component	Action Item	Primary	Supporting	Start	End Date/ frequency
4	A	Publish quarterly Highlight slideshows	CRD		November 2017	Each marking period
4	A	Publish Annual Report	CRD		Ongoing	Annually
4	D	Publish press releases on important topics as needed	SUP/CRD		Ongoing	As needed
4	A, C, D	Prepare a list of recommended talking points for specific topics as needed	CRD/SUP/P		Ongoing	Ongoing
4	A, D	Maintain quarterly breakfast meeting with clergy in the District	SUP		Ongoing	Quarterly
4, 8	D	Utilize Google Analytics and facebook data analysis to assess website traffic, and Facebook	IT	CRD	January 2018	June 2019
3, 4	A, C, D	Provide or coordinate communications training as needed to the administration, staff, support personnel, or board	SUP/CRD		As needed	Ongoing
3,4	B	Make communication discussion a standard part of all administrative staff meetings	SUP	CRD	November 2017	Monthly
4, 5	C, D	Send weekly calendar of events to Millheim Cable, CDT, Gazette	CRD		Ongoing	Weekly
4, 8	C,D	Conduct parent, student, and teacher surveys	ASUP		November 2017	Annually
4, 8	C, D	Conduct community survey of all residents	ASUP		2013	Every Ten years (next survey in 2023)
4	B,C	Utilize road signs to direct traffic to events outside of school	DPP	CRD	November 2017	Ongoing
4	A,B,C	Conduct board-led small group meetings (10-12 open conversations or Breakfast Clubs per year)	Board	SUP	January 2018	Ongoing
Goal	Component	Action Item	Primary	Supporting	Start	End Date/ frequency
5	D	Create new campus external street and facility signs to direct guest to appropriate venues	DPP	CRD/SUP	September 2018	June 2019

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5	D	Research and develop a system and financial plan for establishing naming rights to facilities.	BUS	CRD/SUP	January 2019	June 2020
5	D	Research Logo and Branding of the Penns Valley Ram mascot, and lettering	CRD	SUP	May 2016	June 2018
4, 8, 5	C,D	Conduct parent, student, and teacher surveys	ASUP		November 2017	Annually
4, 8, 5	C, D	Conduct community survey of all residents	ASUP		2013	Every Ten years (next survey in 2023)
4, 5	C, D	Send weekly calendar of events to Millheim Cable, CDT, Gazette	CRD		Ongoing	Weekly
Goal	Component	Action Item	Primary	Supporting	Start	End Date/ frequency
6	A	Review crisis manual content and procedures at administrative level	ASUP	CRD, SUP	June 2017	Yearly
6	A	Refresh faculty and staff on crisis protocol at staff meeting	P		August 2018	Yearly
6	A	Consult responders to update contact information or revise protocol	ASUP	SUP, CRD	June 2017	Yearly
6	A	Download, register on, and utilize MERP Hazards application on phones to safely communicate in the event of an emergency intruder or situation	ASUP	DPP	September 2017	Review Yearly
6	B, C	Run full scale active shooter or designated crisis drills	P	ASUP, SUP,	2019	Every four years or as needed
Goal	Component	Action Item	Primary	Supporting	Start	End Date/ frequency
7	A	Attend NSPRA 2019 in Washington, DC	CRD		July 2019	July 2019
7	B	Provide school board communication development opportunities	SUP	CRD	November 2017	Ongoing
7	A, B,C, D	Develop and publish Communication Expectations for internal communication, customer-focused interactions, active listening skills, accuracy and appropriateness, and professional representation	CRD	SUP	March 2018	August 2018
3, 7	B	Conduct Monthly Staff Meetings	P		Ongoing	Monthly
Goal	Component	Action Item	Primary	Supporting	Start	End Date/ frequency

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8	D	Archive written media coverage	CRD ASST/CRD		Ongoing	Annually
8	A	Review communication plan and revise plan accordingly	CRD/SUP/P		Yearly	Ongoing
8	A	Publish Survey Data and compare to the goals established in the Penns Valley Learning Experience	ASUP	CRD	November 2017	May of each year
8		Use survey results to assess Penns Valley Learning Experience	SUP			Yearly
4, 8, 5	C,D	Conduct parent, student, and teacher surveys	ASUP		November 2017	Annually
4, 8, 5	C, D	Conduct community survey of all residents	ASUP		2013	Every Ten years (next survey in 2023)
4, 8	D	Utilize Google Analytics and facebook data analysis to assess website traffic, and Facebook	IT	CRD	January 2018	Ongoing

Appendix A

Stakeholders - any group or individual with a direct interest or investment in the Penns Valley Area School District

Internal stakeholders (within the school)

1. Students
2. Teachers
3. Para-Professionals
4. Classroom aides
5. Custodians
6. Maintenance Workers
7. Administrative Assistants
8. Board Members
9. Administration
10. Nurses and Aides
11. Technology Coordinators
12. Finances
13. Coaches and Athletic Trainers
14. Volunteers
15. PTOs
16. Booster Clubs
17. CPI
18. Food Service
19. Attendance Officer
20. Transportation
21. Department heads
22. Adult Education
23. Special/Gifted Education
24. Counseling/Career Development
25. School Psychology
26. Student Government
27. Student Organizations

External (People)

1. Parents of enrolled students
 - a. Parents of students with special needs
 - b. Parents of gifted students
 - c. Grandparents as primary caregivers
 - d. Guardians
 - e. Economically disadvantaged parents and families
 - f. Parents of preschool students
 - g. Parents deciding to relocate to a new district with PV being one option
 - h. Parents of students who have left the District for cyber or charter schools
2. Legislators
3. Business Leaders
4. Residents without children
5. Retired/Elderly
6. New Residents
7. Centre County Residents
8. Municipal leaders
9. Alumni
10. Penns Valley Education Foundation
11. Realtors

Professional Organizations

1. United States Department of Education
2. Pennsylvania Department of Education
3. Pennsylvania Association for Rural and Small Schools
4. Penns Valley Education Association
5. Penns Valley Educational Support Personnel Association
6. Pennsylvania Interscholastic Athletic Association
7. Pennsylvania School Board Association
8. Pennsylvania Association of School Boards

Community Organizations

1. Religious Organizations
2. Civic organizations
3. Law Enforcement
4. Children and Youth Services
5. Lifelink/Penns Valley EMS
6. Careerlink
7. Office of Vocational Rehabilitation
8. Zerby Gap Familyworks
9. Penns Valley Community Center
10. Penns Valley Parks and Rec
11. Fraternal Organizations (Kiwanis, Lion, VFW, etc.)

12. Centre County Grange

13. Fire Companies

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Institutions of Higher Education

1. Penn State University
2. Penn College
3. South Hills School of Business
4. Lock Haven University
5. Bucknell University
6. Others as needed

Other

1. Vendors
2. Contractors
3. Service Providers
4. Technology
5. Utilities

Appendix B

Methods of Communication - the mechanisms and forms through which information is exchanged.

1. Written/Print
 - a. Student Assessments (Report Cards)
 - b. Letters home
 - c. Annual Report
 - d. The Valley Vine Articles
 - e. Media coverage articles
 - i. Centre Daily Times
 - ii. Centre County Gazette
 - iii. Lock Haven Express
 - iv. Lewistown Sentinel
 - f. Paid Advertisements
 - g. All-Sports Programs
2. Media/TV
 - a. WTAJ-TV
 - b. WJAC-TV
3. Online
 - a. Pennsvalley.org
 - b. Facebook
 - c. Twitter
 - d. Blackboard
 - e. Aesop
 - f. Google docs
 - g. Email
 - h. E-newsletters
 - i. School Dude
4. Phone
 - a. Direct Phone calls
 - b. Messenger service (voice message)
 - c. Text Messages/Text Message Services (Remind)
5. Face-to-face
 - a. Parent-teacher conferences
 - b. Back-to-School Night
 - c. IEP meetings
 - d. Staff meetings
 - e. Informal check-ins
 - f. Observations
 - g. Committees
 - h. School Board Meetings
 - i. School Board Committee Meetings
- j. School Board Work sessions

Appendix C

Methods of Assessment – measurement devices to determine the effectiveness of our communication plan.

1. Surveys (must add components to survey that assess communications)
 - a. Community Survey
 - b. Student Survey
 - c. Staff Survey
 - d. Parent Survey
 - e. Teacher Survey
 - f. Focus Groups
2. Monitoring Media Coverage
 - a. Print Media
 - i. Centre Daily Times
 - ii. Centre County Gazette
 - b. Television Coverage
3. Email Outlet (pvpr@pennsvalley.org)
4. Website traffic reports
5. Facebook statistics (people reached)
6. School Board Guests
7. Other strategies as needed

Appendix D

PENNS VALLEY AREA SCHOOL DISTRICT

HAVE A QUESTION?

Phone: (814) 422-8814		Centre Hall		Miles Township		Penns Valley E/I		Penns Valley HS		District Office	
Building Extensions		4000		6000		2000		3000		2500	
Elementary Schools	CONCERN/QUESTION	1st CONTACT	2nd CONTACT	3rd CONTACT	4th CONTACT	5th CONTACT	6th CONTACT				
	CLASSROOM-Academic	Classroom Teacher	Guidance Counselor	Principal	Asst. Superintendent	Superintendent	School Board				
	GUIDANCE	Guidance Counselor	Principal	Asst. Superintendent	Superintendent	School Board					
	GENERAL	Building Secretary	Principal	Asst. Superintendent	Superintendent	School Board					
	DISCIPLINE	Classroom Teacher	Principal	Asst. Superintendent	Superintendent	School Board					
	SPECIAL EDUCATION	Teacher	Principal	Dir. Of Student Support	Asst. Superintendent	Superintendent	School Board				
Penns Valley High School	CONCERN/QUESTION	1st CONTACT	2nd CONTACT	3rd CONTACT	4th CONTACT	5th CONTACT	6th CONTACT				
	CLASSROOM-Academic	Classroom Teacher	Guidance Counselor	Principal	Asst. Superintendent	Superintendent	School Board				
	GUIDANCE	Guidance Counselor	Principal	Asst. Superintendent	Superintendent	School Board					
	GENERAL	Building Secretary	Principal	Asst. Superintendent	Superintendent	School Board					
	DISCIPLINE	Classroom Teacher	Asst. Principal	Principal	Asst. Superintendent	Superintendent	School Board				
	SPECIAL EDUCATION	Teacher	Principal	Dir. Of Student Support	Asst. Superintendent	Superintendent	School Board				
OTHER	CONCERN/QUESTION	1st CONTACT	2nd CONTACT	3rd CONTACT	4th CONTACT	5th CONTACT	6th CONTACT				
	ATHLETICS	Coach	Athletic Director	Asst. Principal/Principal	Asst. Superintendent	Superintendent	School Board				
	FOOD SERVICES	Building Principal	Cafeteria Manager	Business Manager	Superintendent	School Board					
	TRANSPORTATION	Building Principal	Transportation Asst.	Business Manager	Superintendent	School Board					
	BUILDINGS & GROUNDS	Building Principal	Physical Plant Asst.	Dir. Of Physical Plant	Superintendent	School Board					
	CURRICULUM	Classroom Teacher	Principal	Asst. Superintendent	Superintendent	School Board					
	TECHNOLOGY	Technology Support	Asst. Principal	Principal	Asst. Superintendent	Superintendent	School Board				
	BOARD POLICIES	Building Principal	Asst. Superintendent	Superintendent	School Board						

To reach the Superintendent, Asst. Superintendent, Business Manager, Dir. Of Student Support or Dir. Of Physical Plant, please call 422-8814 ext. 2500.
 To reach the School Psychologist call 422-8814 ext. 2546.
 "Empowering our students everyday to reach individual success"