



## The Academy Communication Plan

*Pursuing Truth, Wisdom, Excellence*

**Mission Statement:** The Academy’s mission is to assist families in developing exemplary citizens by equipping students with core foundational knowledge enabling them to be culturally literate, prepared for college, and virtuous in character. We accomplish this through a rigorous curriculum of traditional content taught in a safe environment.

**Strategic Plan Goal:** Implement the long term communication plan.

### Background

In an effort to promote good communication with our community, the following plan will be enacted as a piece of our overall communication policy/plan.

**Purpose:** Good communication with our stakeholders is vital to the smooth operation of our school. To help facilitate both an atmosphere of transparency and cooperation, we will have a series of designated times that will prompt the sending of communication to all of our stakeholders. Some of the communications will be via email; others may be made as part of newsletters, blogs, web page announcements, videos, etc. The Academy will explore the use of all types of media to promote communication with our community. The communication described in this policy will cover both monthly communication from the Board and a series of “as needed” communications from the Executive Director at the school.

### Monthly Board Communications

The Board of Directors will publish/post on the web site, a monthly announcement or report for our community. Topics can be organized around the monthly operations of the Board but may be modified by the Board to address any area of need at the time. Below is a list of monthly topics:

Month	Topics	Owner	Due Date
Aug	Welcome Back to School Election of Officers Communication Pathways “Information can be found on the Web Site”		
Sep	Strategic Plan Goals Committee work update		
Oct	Academic Data Review Audit Report		
Nov	Enrollment Projections for next year discussions Course/Graduation Requirement change discussions		
Dec	Thanks for a great first half		
Jan	Beginning Budget discussions		

<b>Feb</b>	Academic Data Report summary Executive Director Evaluation report		
<b>Mar</b>	Calendar report Budget Update		
<b>Apr</b>	Curriculum Changes Board Starting their Self-evaluation Recruiting requests for Board members and Committees		
<b>May</b>	Recruiting requests for Board members and Committees Strategic Plan Goals update Thanks for a great year		

The Executive Director will have monthly “Town Hall” meetings to meet with parents. The meetings will consist of a short presentation on specific topics followed by a question and answer period. Meetings will be open for both existing families and prospective families at the Academy. The meetings will end with a tour of the facility for prospective families as applicable. Below is a list of monthly topics for the “Town Hall” meetings:

<b>Month</b>	<b>Topics</b>
<b>Aug</b>	Welcome Back Communication Pathways This year’s goals
<b>Sep</b>	Update on the first weeks of school Volunteer Opportunities
<b>Oct</b>	Audit report 1 <sup>st</sup> quarter Academic update
<b>Nov</b>	Course change, Graduation Requirement changes for next year
<b>Dec</b>	Budget update Enrollment update
<b>Jan</b>	Mid-year Goal update Volunteer Opportunities
<b>Feb</b>	First Semester Academic update TCAP discussion
<b>Mar</b>	Next year’s Calendar update Recruiting for Board and Committees
<b>Apr</b>	Recruiting for Board and Committees UIP report
<b>May</b>	End of year Goals update Recruiting for Board and Committees

Throughout the year, communications will be required on an “as needed” basis to inform our community about events at the Academy.

The following is a list of communication “triggers” that will be used by The Academy to initiate contact and communication.

**Week prior to school** – open letter talking about updated information on the web, building and office hours, traffic (give us a break, we know and are working on it), schedules being adjusted first few days to balance class sizes.

**End of the first week of school** – open letter talking about things we saw during the first week and are working on...schedules being modified to balance classes, traffic, classroom procedures being taught (basic instructional “beliefs”).

**Days of fire drills, lock down, etc.** – open letter talking about “At the Academy, safety of our students comes first. Today we had a fire drill. It went quite well. (add a couple of details like: all students out in xx minutes, etc.) We continue to learn from our drills and improve our plans and processes. We do this because it is important for us to practice so we are prepared in the event of an actual emergency. In keeping with our communication policy, we wanted you, our families and community to know.”

**Day after Board meetings (or when minutes are posted).** “At the Academy, transparency is important. Last night we had a Board meeting. The minutes are posted on our web site. In keeping with our strategic plan, it is important to us that you, our stakeholders, are aware of the work we are doing at The Academy. I encourage you to check out the minutes and, if you have questions, please don’t hesitate to contact the PreK-12 Office Manager (Mrs. Valorie Glaser). In keeping with our communication policy, Valorie will route your call as appropriate for answers to your questions.”

#### **Noteworthy occurrences at The Academy (Good or Bad)**

**Good** – “Greetings from The Academy. Today we found out that...

Johnny won an award, got a scholarship, received recognition for some type of performance, reached some significant milestone, etc. (may or may not include student’s name/names)

As part of our strategic plan, we are working to develop both a strong academic environment as well as a strong culture of community involvement. We wanted to you know of this significant achievement and cause for celebration among our Academy community.”

**Bad** – “In keeping with our communication pathways, I feel it is important to inform you that we had an incident at school today. (insert details about the incident from the Executive Director – what happened, what steps were taken, any other details that pertain and are releasable). Safety and Security of our students is paramount and is the major consideration in decisions we make. Further information will be made available when and if appropriate.”

**Periodically to update on “score card” performance (every 3 to 4 weeks)** – “Academy Family and Friends, I just want to take a couple of minutes to give you an update on some things we have been working on at The Academy. Over the last few weeks, teachers (support staff, etc.) have been working on an effort to ... (identify common classroom expectations, develop curriculum maps, cross train in specific areas to improve efficiency, etc.) with great success. I am very happy to announce that over 95% of our ...etc.

**Three weeks prior to end of grading periods** – “Academy Families and Friends, We are approaching the end of the ..... grading period. This is an important time in the academic life of our students. Those that have missing or late work need to make arrangements with their teachers to create a plan to get caught up in class. This is also a time that your students will be working to study for exams and complete projects. As part of our strategic plan and mission statement, we are working to “assist families in developing” our students academically and culturally by creating a strong work ethic. Please feel free to contact your students’ teachers directly for further information on how you best support your student during these very important next few weeks.”



**The Academy  
 Submittal to the Academy Board**

Moved by Julia Robinson  
 2<sup>nd</sup> by Jessica Laszlo

Y/N/P/A	Name
<u>Y</u>	Laszlo, J.
<u>Y</u>	Miller-Carlson, T.
<u>Y</u>	Robinson, J.
<u>Y</u>	<del>Steele, D.</del>
<u>Y</u>	Stock, M.
<u>Y</u>	Swanson, Rob
<u>Y</u>	Zamora, A.

**EXECUTIVE SUMMARY**

**Mission Statement:** The Academy's mission is to assist families in developing exemplary citizens by equipping students with core foundational knowledge enabling them to be culturally literate, prepared for college, and virtuous in character. We accomplish this through a rigorous curriculum of traditional content taught in a safe environment.

Topic: Board Communication Plan

Issue(s):

Good communication with our stakeholders is vital to the smooth operation of our school. In an effort to promote good communication with our community, the following plan will be enacted as a piece of our overall communication policy/plan.

Background:

Plan was first read at the Jun Board meeting.

Recommended Motion:

Move to approve the Board Communication Plan.

**REFERENCES:**

WAIVER – YES, NO (CIRCLE ONE)

Date submitted:

8/20/13

Submitted by:

David Plazdeen

Approved:

Denied/Postponed: