



Hinckley-Big Rock CUSD #429

Communication Implementation Plan

HBR Philosophy:

It is the philosophy of the Hinckley-Big Rock Community Unit School District #429 that student academic achievement, student achievement and personal enrichment in activities, and student growth as persons of character are at the core of the work of the District. The District is committed to providing the highest quality personnel, practices, services, and support to provide for the above stated purposes. In addition, the District is committed to serving the community and taxpayers at the highest levels. To meet this commitment, the District is dedicated to acting in a fiscally responsible manner, providing effective communication and transparent practices on all District work to its community members, and forming working relationships with the community and the District.

HBR Vision:

All Hinckley-Big Rock students will be prepared to take hold of their tomorrow.

2014-2015 District Goal:

HBR CUSD #429 will improve and increase our communication efforts on four identified essential topics with parents and community members.

Rationale/Description:

HBR CUSD #429 stakeholders must have the needed information about essential topics in order to be well informed and to better see how the pieces of our puzzle fit together as well as the impact on them personally.

Purpose:

HBR CUSD #429 desires to improve and increase our communication efforts. Our focus is on one way communication to provide information for our parents, students, and community members. We know that we will never meet everyone's communication expectations with one method of communication, thus this implementation plan will focus on creating multiple tiers of communication. We will create our message and redistribute that message in multiple different formats. We encourage anyone that receives this communication and seeks additional information or clarification to contact the appropriate building in order to have a two way conversation. We will gladly engage in two-way communication in an effort to provide additional insight.

Specifically, the Communication Implementation Plan strives to:

- Improve and increase our communication to parents, students, staff, and community members.
- Ensure that our message is meaningful and the intended message lands with the audience.
- Build productive relationships with parents, students, staff, and community members.
- Assist the District in communicating about short and long-term goals and the associated tasks.
- Provide an opportunity for the District to present itself in a meaningful way to various groups.
- Generate a consistent information flow for both internal and external audiences.

Guiding Principles

The following principles serve as the foundation of our communication plan:

- Effective communication is a responsibility of the District.
- Transparent practices are essential to trust.
- Communication is an essential function of leadership and a responsibility of all employees.
- Timely, accurate, and understandable communication is needed for the decision-making process of the District.
- Timely, accurate, and understandable communication is needed to maintain effective public relationships.
- Well-informed employees and citizens will be an asset in fostering broad support.

Audiences and Intended Outcomes

It is understood that there may be overlap between and within the classifications of internal and external audiences.

Audiences

Internal

- Students
- Certified Staff
- Support Staff
- Administrators
- Board of Education
- Contracted Services
- Volunteers

External

- Parents
- District Taxpayers
- Senior Citizens
- Business Leaders
- Media
- Parent/Teacher Organization
- Civic Groups
- Governmental bodies (Village of Big Rock, Village of Hinckley)
- First Responders (Police and Fire)
- Legislators
- Religious Leaders
- Park Districts
- New Residents of the District
- Neighboring Districts
- Residents without children in District
- Prospective students and parents
- Prospective employees
- Alumni
- Retirees and former employees

Intended Outcomes

Internal

- Take pride and ownership in the District
- Stay informed of key issues
- Know the role each plays in the communication process
- Work together as a unified District to meet the stated goals
- Engage in productive two-way communication

External

- Feel informed about key issues
- Exhibit community pride and trust in the District
- Support the District
- Engage in productive two-way communication

Communication Tools

The identification of our communication tools, as well as the defined purpose of the tool, is essential in providing clarity in our efforts. This also helps our District manage and evaluate our communication efforts on a regular basis. Our desire is to have a multifaceted communication approach to help ensure a greater reach and provide more timely information. The following communication tools are used to reach our internal and/or external audiences.

Electronic

- District web page
 - Provide one way information that is both important and timely to site visitors by keeping an updated district calendar, posting mandated items according to the IL School Code, posting district forms for parents, and posting important documents for parent and student access.
- School web pages
 - Provide one way information that is both important and timely to site visitors by keeping an updated school calendar, posting school forms for parents, and posting important documents for parent and student access.
- Monthly School Newsletters
 - Keep parents informed of upcoming school events and available resources that may or may not pertain to their child(ren).
- Weekly classroom updates (HBRES)
 - Keep parents informed of the learning events in the classroom for a stronger partnership and parent engagement in the learning process.
- Facebook updates (HBRES)
 - Keep parents informed of upcoming events and news for a stronger partnership and parent engagement.
- Automated phone calls
 - Provide timely information on emergency situations, weather related school delays or closings, and reminders of upcoming school events.
- District Weekly Blog
 - Provide insight into the happenings of HBR from the perspectives of students, teachers, parents, administrators, and board members.
- Superintendent Blog
 - Provide insight into district level events, planning, and goals.
- Superintendent Twitter (@HBR429Sup)
 - Provide timely information on HBR events, district blog postings, district goal updates, and education related topics.
- Text alerts
 - Provide timely information on emergency situations, weather related school delays or closings, and reminders of upcoming school events.

- Atlas Rubicon (Internal)
 - Provide for both vertical and horizontal investigation/articulation of curricular materials and plans for the internal certified staff.

Print

- Local Newspapers
 - Share successes, highlight programs, and share any other information to reach beyond our community.
 - Respond to inquiries in a timely manner to provide insight on district stance and/or actions.
- Hinckley Update
 - Provide monthly updates on information related to our district goals, important upcoming events, or other items of current interest.
- Big Rock Community Crier
 - Provide updates on information related to our district goals, important upcoming events, or other items of current interest.

Media

- Print Newspapers
 - Share successes, highlight programs, and share any other information to reach beyond our community.
 - Respond to inquiries in a timely manner to provide insight on district stance and/or actions.
- Radio Stations
 - Share successes, highlight programs, and share any other information to reach beyond our community.
 - Respond to inquiries in a timely manner to provide insight on district stance and/or actions.

Interpersonal

- Monthly Board Meetings
 - Conduct district business, review and set policy, and discuss the vision and direction of HBR.
- Parent/Teacher Organization Meetings
 - Form a partnership to provide additional opportunities for student learning and experiences outside of the classroom.
- Monthly Interest Based Communication Committee Meetings
 - Discuss district wide ideas or concerns in order to gain greater understanding between support staff, teachers, administrators, and board members.

Current Communication Strategies

Activity	Frequency	Position(s) Responsible for Communication
Update news items on our website	Daily	Building/District Secretary
Update Superintendent twitter feed with District happenings	Daily	Superintendent
Update District blog	Weekly	As assigned in the blog schedule
Create and disseminate building level newsletters	Monthly	Building Secretary
Post minutes of Board meetings	Monthly	District Secretary
Complete review of website to ensure timely and accurate information is posted	Monthly	Building/District Secretary
Meeting updates to the Board	Friday before Board meeting	Superintendent
Post annual School and District goals on website	Yearly	Principals and Superintendent
Post required documents on website according the IL School Code	Yearly	Superintendent
Provide training and relay communication expectations to new hires	As needed	Direct Supervisor of Hire
Hold public meetings to discuss topics of importance to the community	As needed	Superintendent and Board of Education
Respond to Freedom of Information Act requests	As needed	Superintendent
Arrange for interviews with print and radio media	As needed	Superintendent

Key Strategies

The communication implementation plan will focus on two key strategies:

1. Increase and improve on our delivery of news and positive messages to both our internal and external audiences.
 - Increase our communication utilizing the same message across different mediums.
 - Utilize the weekly district blog to highlight the great events happening in our District from multiple perspectives.
 - Increase our use of communication tool(s) that reach internal and/or external audiences.
2. Build capacity in our schools and District office to improve our communication.
 - Define the purpose of our communication tools to provide greater clarity in determining the appropriate communication tool to utilize to increase the effectiveness of our communication to both internal and external audiences.
 - Use district-wide communications procedures and processes to provide timely and accurate communication to both internal and external audiences.

Timeline and plan of action

Activity	Person(s) involved	Date to be completed	Outcome	Status
Continue and increase communication efforts related to Career Readiness, Curriculum, Long-term Planning, and Royal Crowns	Staff	Ongoing	Increase in focus on these 4 essential topics to our District success	Ongoing
Identify the purpose of each communication tool.	Staff	March 2015	Addition of information to Communication Implementation Plan	Completed
Make a decision regarding our web hosting service with the intent of improving our ability to communicate across multiple mediums.	Administration	3.18.15	Recommendation to Board of Education	Completed with updated page active on 10.31.16
Create a plan for teacher communication using electronic communication tools.	Building Principals	April 2015	Addition of information to Communication Implementation Plan	Ongoing

Timeline and plan of action (cont'd)

Activity	Person(s) involved	Date to be completed	Outcome	Status
Investigate the use of social media to provide timely one-way communication.	Technology and Administration	May 2015	Addition of information to Communication Implementation Plan	HBRES added Facebook during 2016-2017 year.
Create a State of the District mailing for all residents of Hinckley and Big Rock.	Administration and District Secretary	June 2015	Published document	Completed with compiled reports available on our website
Create a parent curriculum guide which explains key skills, emphasis, and activities for the class, a list of sources for learning, as well as insight for parents on how they can help at home in the learning process.	Teachers	September 2015	Guides handed out to parents during back to school nights at beginning of 2015-2016 school year	Completed with documents shared on our website and teacher webpages
Create district-wide communication procedures and processes.	Administration	July 2015	Addition of information in staff handbook for 2015-2016	Completed and in staff handbook
Implement meeting summaries for each district committee (IBCC, Insurance, Technology, RIF, Evaluation, NCIS, etc.) for impacted internal staff.	Respective Committee Members	15-16 school year	Email to impacted internal staff members	Ongoing

Board Policies Regarding Internal and/or External Communication

The following Board Policies are reviewed and updated regularly. To view any of these policies, visit the Hinckley-Big Rock School Board Policy On-Line at http://boardpolicyonline.com/?b=hinckley_429.

- 1:30 - School District Philosophy
- 2:130 - Board-Superintendent Relationship
- 2:140 - Communications To and From the Board
- 3:10 - Goals and Objectives
- 4:10 - Fiscal and Business Management
- 4:160 - Environmental Quality of Buildings and Grounds
- 4:170 - Safety
- 5:20 - Workplace Harassment Prohibited
- 5:125 - Personal Technology and Social Media; Usage and Conduct
- 6:235 - Access to Electronic Networks
- 6:290 - Homework
- 7:180 - Prevention of and Response to Bullying, Intimidation, and Harassment
- 8:95 - Parental Involvement