CPS Communications

CPS Communications Strategy Outline

Communication has been identified as a priority for Conestogo Public School Council. In order to be effective, we need to develop and implement a strategy that not only ensures that parents are informed, but that we are communicating effectively to the school community as well (i.e. with teachers and staff).

We see the strategy including:

1. **Guiding principles for all communications:**

   What we want to say, and how we want to say it (key messages around our mission/vision, who we are and what we do, an emphasis on lightening the language and having fun with it, etc.
   E.g.:
   "It is Council's goal to facilitate communication amongst all stakeholders, keep parents and the school community informed, leverage new technology, and be more accessible to everyone."

2. **Tactics:**

   a. **Calendar** – Outline the known events and initiatives for the year so parents can plan in advance what they want to be involved in (to include not only council social and fundraising events, but other school activities). This calendar will be available from the school website.

   b. **Social Media** – Not only communicate that it's available, but use it—for instance, when providing a blurb for an e-blast, also add a post to the website and draft a 140-character Tweet to be shared by Mr. Beney.

   c. **Website** – Maximize use of the website provided by the Board.

      i. Re-organize and expand the Council page of the school's website so it's more user-friendly: http://con.wrdsb.ca/school-council-2/

      ii. Investigate availability of website statistics for analysis (Board sanctioned "Google Analytics" option).

   d. **E-mail Blasts** – Formalise guidelines for email blasts to parents and staff.

      i. Define a structured schedule (once a month?) for emails.

      ii. Determine preference for email content organization and frequency—separate emails sent for each subject or consolidated messages and information sent in one packaged email blast to include short blurb that drives people to the website.

      iii. **E-mail accounts** – investigate a generic email address hosted on Waterwork's Firstclass, to be used by all councils going forward.
      E.g. conestogops.parent.council@wrdsb.on.ca

iv. **Email distribution list software –** Investigate what email software is available to us to automate control of distribution lists, unsubscribes, etc. Consider MailChimp, Constant Contact, etc. Request direction from the Board for this choice.

e. **Welcome protocols and packages –** consider ways in which we can make new members of council and staff feel welcome and provide formal introductions to Council. Provide more opportunities for council members and volunteers to get to know one another.

   i. **New Council Member Orientation Package** – two pages max to include MVV and goals for the year.

   ii. **New Staff Member welcome cards/gifts** – a standard token gift presented to any new staff members with a card and introductory note from council.

   iii. **Pre-meeting meet and greets** – explore interest in scheduling several pre-council meeting "meet and greets" in which council participants can briefly socialise and informally chat about topics of mutual interest. Could take place in the same room from 6:00pm – 7:00pm before selected meetings.

   iv. **Start-of-year social** – make the start of year social a yearly tradition—an opportunity for council to get to know one another better outside of meetings.