

**Santa Fe Trail
UNIFIED DISTRICT NO.434
GOALS
February 2021**

| GOAL (A): District Communication Plan | | | | |
|--|--|--|-----------|---|
| ACTION PLAN PURPOSE: Improve Communication to all Stakeholders | | | | |
| ACTION STEP | ACTION PLAN STRATEGY | WHO'S RESPONSIBLE | TIMELINE | EVALUATION |
| 1 | Increase parent compliance with updating directory information a. Office staff review and survey parents every quarter. b. Ask parents to add USD 800 number to contacts. c. District and building newsletter reminder to parents each quarter. | Superintendent Principals Office Staff Technology | Quarterly | <ul style="list-style-type: none"> Review staff plan Qualitative summary of staff reports |
| 2 | Provide information to families regarding classroom instruction, curriculum, and activities a. District website is the primary source. b. Redesign the district website. c. Establish a district wide platform (Seesaw or Google classroom) and mandated forms for teacher pages and newsletters. d. Use Facebook only as an alternative not primary source. | Administration Teachers Technology | Ongoing | <ul style="list-style-type: none"> Review staff plan Survey data from families |

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| <p>3</p> | <p>Provide information through a variety of media to reach parents and district residents</p> <p>a. District website is primary source.</p> <p>b. Establish a district wide platform (Seesaw or Google classroom) and mandated forms for teachers pages and newsletters</p> <p>c. Use Facebook or other social media only as an alternative not primary source.</p> <p>d. Use local and area news and TV outlets as alternatives sources.</p> | <p>Administration Teachers Technology</p> | | <ul style="list-style-type: none"> • Review staff plan • Survey data from community |
| <p>4</p> | <p>Build trust with the community and staff with transparency.</p> <p>a. Increase use of and decision making of building Site Councils.</p> <p>b. Use the District Leadership Team more effectively to involve staff, parents, and community members in the decision making process.</p> <p>c. Use the district website as the primary source of information.</p> <p>d. Follow chain of command to insure that all of those who need to know are informed.</p> | <p>Administration and Board of Education</p> | | <p>Survey data from community</p> |

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| 5 | <p>Increase communication regarding reasons for changes in the district to help address resistance to change within the community.</p> <p>a. Increase use of and decision making of building Site Councils. b. Use the District Leadership Team more effectively to involve staff, parents, and community members in the decision making process. c. Use the district website as the primary source of information. d. Follow chain of command to insure that all of those who need to know are informed. e. Hold town hall meetings at each school to provide information and gather feedback.</p> | Administration and Board of Education | | Survey data from community |
| 6 | <p>Examine causes of enrollment loss and develop a plan to address those reasons that can be influenced by the BOE.</p> <p>a. Conduct an exit survey with students, parents, and staff. b. Conduct a survey of home school and virtual students and parents.</p> | Administration | | <ul style="list-style-type: none"> • Data regarding causes • Review staff plan • Enrollment trends |