

# #7 Develop a Communication Plan

## ***What is a Communication Plan?***

A communication plan identifies the actions a site council will take to communicate with the members of the school community in order to build community-wide ownership of successful students and their education.

## ***Why is it important?***

Frequent and two-way communication with the members of the school community is essential for site council success. Without the involvement, input, and advice from the school community, the council cannot operate effectively. Members of the community should understand the relevance of the site council and its work.

## ***When do you need it?***

A communication plan should be developed as part of the annual work plan and reviewed periodically throughout the year.

## ***How do you develop it?***

To develop a communication plan, first identify the key partners of your council, those who have a stake in the council's work. This must include parents, staff, the district, and may also include the wider community and students. Ask your key partners what they expect and need from the council in terms of communication. Each communication plan must include details of how and when minutes will be made available. Explore and utilize a variety of communication strategies. Make sure that you utilize more than one-way written communication, i.e. council minutes.

Involvement strategies include:

- Forums to discuss key issues
- Focus groups
- Surveys
- Sending representatives of the council to a meeting of another group
- Newsletters
- Web site
- Interviews
- Presentations to the council

# Communication Worksheet

<b>Stakeholders</b>	<b>Key Concerns</b>	<b>Communication Strategies</b>	<b>Involvement Strategies</b>
Staff			
Students			
Parents			
District/ Administration Board			
Community			
Other			