

GOAL: Improve frequent and effective communication among, students, parents, teachers, through: Broad Reach; New Media; Accurate and Timely Information & Collaboration

STRATEGY: (2) Develop new media

Major Activities	Staff	Resources	Timelines	Indicators of Success
Form a Committee of administration, teachers and parents.	Mr. Hallman; Ms. Hannah	Time	Committee formed by December, 2012	Committee formed by December, 2012
Committee reviews BES community to determine what areas or families might be appropriate for contact	Committee	Time	January – March, 2013	Committee reviews possible contacts and establishes a plan for door-to-door visits.
Committee conducts 1 visit per semester with families and members of BES community in an effort to make contact with people.	Committee	Time	Spring, 2013 & ongoing	Door-to-door visits conducted
Investigate staff intranet to facilitate better internal communication and professional development.	Technology Coordinators, Mrs. Hannah, Professional Development Committee	Cost of hosted Centricity 2 platform for Schoolwires. Two-hour webinar training for staff, 80 hrs. estimated for building and migration to new platform	Beginning 2012-13 SY	Teachers receive training on how to use and access professional development online. Beginning 2012-13 SY, one faculty meeting will be delivered in an online learning format. Beginning 2013-14 SY, school will pilot hybrid (in-person/on-line) PLC groups using staff intranet/professional development system.
Parent Portal	Teachers	Time	Beginning 2012-13 SY	All teachers communicate with parents about grading portal. Major push from administration to gather email addresses



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				<p>Technology coordinators will offer parent training classes on how to use the portal</p> <p>At least 50% of families will be signed up for the portal by December 2012.</p>
Email communication between parents, students, staff	Teachers	Time	Beginning 2012-13 SY	<p>Email will be pushed as a major means of communication between the school and home.</p> <p>Policy for teacher email conduct with students who have G-mail accounts and parents will be written.</p> <p>Teachers will have access to at least 60% of their students' parents by end of 2012-13 SY.</p>
Add Spanish phone prompts to school phone service	Front office, administration, technology	<p>Time to review and record new prompts.</p> <p>Funds to pay translator to record Spanish prompts.</p>	Beginning 2012-13 SY	Phone prompts will be offered in both English and Spanish by the end of the December 2012.
Allow parents to sign up for alerts (i.e. school closings) via text, email, or phone call.	Front office administration, technology	Activating these components of current alert system, Global Connect	Beginning 2012-13 SY and ongoing	Global Connect alert system updated and activated to notify parents via their preferred mode of communication.

