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WSD PROCEDURE C8-P3

APPROVAL DATE: 4/1/2024



Superintendent Signature

SCHOOL MESSAGING

I. Introduction

Effective communication is essential for maintaining a thriving school community. This document outlines the procedures for school messaging, covering voice calls, emails, and text messages. It is designed to provide clarity on the methods, frequency, and protocols for communication with families, staff, and both audiences collectively.

II. Communication Channels

A. Voice Calls:

Purpose: Voice calls serve as an essential component of regular communication with families, particularly due to the diversity of languages spoken within our community. Recognizing that many families are multilingual and may face challenges with written communication in their native language, voice calls become the primary means of effectively conveying information.

Audience:

- Families: Vital information, announcements, and updates, ensuring that language barriers do not hinder comprehension.
- Staff: Critical updates, unexpected changes in schedules, and urgent matters.

Frequency: Regular voice calls are scheduled to accommodate the diverse linguistic backgrounds of our families. These calls will focus on conveying important information

in a clear and accessible manner. Other communication channels like emails will complement voice calls to ensure comprehensive coverage.

B. Email:

Purpose: Email serves as the primary mode of communication for detailed information, announcements, and routine updates.

Audience:

- Families: General announcements, newsletters, event invitations, and academic updates.
- Staff: Professional development opportunities, administrative updates, and collaborative information.

Frequency: Regular, depending on the nature of the information.

C. Text Messages:

Purpose: Text messages are reserved for brief, time-sensitive information and emergency notifications.

Audience:

- Families: Emergency alerts, last-minute reminders, and immediate updates.
- Staff: Urgent reminders and time-sensitive information.

Frequency: Limited to urgent matters. Text messages will not be used for routine updates.

III. Combined Communication Channels

Purpose: Some information is relevant to both families and staff. In such cases, communication will be delivered through multiple channels to ensure comprehensive coverage.

Examples:

- School-wide events and announcements.
- Important policy changes affecting both families and staff.
- Bi-weekly newsletters will be sent to families and staff.

Frequency: Occasional, as needed. Efforts will be made to streamline communication to avoid redundancy.

IV. Communication Protocols

Timeliness: All communication will be timely and relevant. Urgent messages will be sent immediately, while routine updates will follow a predetermined schedule.

Consistency: Communication will be clear, concise, and consistent across all channels. The same information will be conveyed to families and staff, ensuring a unified message.

Accessibility: Efforts will be made to ensure that communication is accessible to all recipients, taking into consideration diverse needs and preferences.

V: Request for Messaging

When staff members wish to communicate specific messages to the school community, it is essential to follow a structured procedure.

- All communication requests should be directed to the Director of Communication, who will serve as the central point for coordination.
- Staff should include the content of the message, the desired timing for dissemination, and the preferred method of communication. Keeping in mind that voice messages are only reserved for the most critical communication since it is the most intrusive method.
- When a message is approved for voice dissemination, only one occurrence is allowed unless approved by the superintendent. This streamlined approach ensures consistency and avoids potential information overload for our families.
- By adhering to this procedure, we can maintain a cohesive and well-coordinated communication strategy that effectively reaches our school community.