

COMMUNICATIONS

In collaboration with the Superintendent, the communications office strives to distribute information to staff, parents/guardians and community members that is timely and relevant while building a brand of integrity and trustworthiness

Audience	Communication	Schedule	Platform	Content	Department
F, C	School website	Ongoing	Internet	Main source of calendar, events, news for district	Comm/Technology
C	Website requests	As requested	Internet	Resource to reach administration directly	Communications
S, F, C	Social Media	Daily	Internet	Photo of the day, trending news, event highlights	Communications
F, C	Brochures	Ongoing	Print (and mail)	Information about YCS program offerings with photos	Communications
F	School Messenger	As needed	Email and phone	District and building pertinent information	Comm/School admin
S, F, C, B	Newsletters	Monthly	Email, print by request	Good news, reminders, photos, trending news	Comm/School
S, F, C, B	Superintendent's Manifesto	Bi-monthly or more	Email	State of the District, news, concerns, calls to action	Superintendent
S, F, C	Wellness Policies	As requested	Email and print	Policies regarding health and wellness policies	Health & Wellness
S, F, C	Photography	Daily	Internet	Capturing building activity, events, documentation	Communications
F, C	Community Surveys	As requested	Email	Surveys taken by community stakeholders and partners	Comm/Superintendent
S	Internal Surveys	As requested	Email	Surveys taken by staff for work satisfaction, exit	Communications/HR
S, F, C, B	Presentations	As requested	Digital	Visuals to support verbal presentations	Communications
S	Logo/collateral requests	As requested	Departmental	Brand collateral produced per dept or building	Communications
F	Backpack flyers	As requested	Student backpack	Materials sent home to support classroom/district news	Comm/School
F	Letters	As needed	Email and backpack	Information materials sent home to support classroom/district news	Comm/School admin
S, B	District Turnaround	As needed	Email	Updates and news regarding protocol under Blueprint	Comm/School admin
C	Press releases	As needed	Email and internet	Alert local and regional media outlets of YCS news	Communications
S, F, C, B	YCS Yes! Committee	Monthly	In person meetings	Outreach to build YCS support, partners and enrollment	Communications

S = Staff

F = Families

C = Community

B = Board