

GENERAL OPERATIONS: Internal and External Communication System

Overview: Internal and external communication can determine how well a school system functions. Meaningful exchanges of information, intentional decision making, internal coordination, and good public relations are important products of a well-articulated communication system.

	SCHOOL BOARD	SUPERINTENDENT	PRINCIPAL
GUIDING QUESTIONS	<ul style="list-style-type: none"> What policies and procedures do we have that address how the board communicates with the administration, staff, and community, including the press, and with each other? How and how well does the internal communication system work? In what ways do we currently communicate the successes of and challenges facing our schools? What is happening at the state and federal levels that may impact our schools? 	<ul style="list-style-type: none"> What is the role of the superintendent in the communication system? What strategies are being utilized to promote healthy internal and external communications? What can be done to improve communication within and outside the district? Are communications coordinated among schools in the district? What actions are taken to ensure that technology supports communication? 	<ul style="list-style-type: none"> What is the “chain of command” in terms of communications? What methods of communicating internally and externally already exist (newspapers, newsletters, web site, etc.)? How does the school community perceive the current level of communication? How are people’s “voices” heard in the school?

GENERAL OPERATIONS: Internal and External Communication System (continued)

TASKS TO CONSIDER	SCHOOL BOARD	SUPERINTENDENT	PRINCIPAL
	<ul style="list-style-type: none"> Review policy. Establish procedures governing how the board will communicate with administration, staff, and community, and each other in areas of budget, student achievement, legislative impact on system, etc. <i>See Spotlights 1, 2,3,7,8 and 12.</i> Review internal communication system with the superintendent. Establish plan for keeping community informed about the successes and challenges that face our schools. Read legislative updates from leadership associations. Become familiar with VSBA resolutions. Establish and communicate board positions on legislative issues as appropriate. Establish and maintain communication with local legislators. 	<ul style="list-style-type: none"> Review VSBA/VSA roles and responsibilities of superintendent and board members. Review existing procedures and practices being used for communication. Establish clear expectations and procedures for effective and timely communication within the district/SU. Promote consistency and collaboration in communication among school and board leaders. 	<ul style="list-style-type: none"> Meet with the superintendent to learn and discuss the plan for communication. Do a scan of parents, staff, and students to determine the most effective ways of communicating with them. Ensure that communications procedures are followed by all staff. Review the crisis plan to determine process and methods of communication. Review FERPA and confidentiality policies and procedures. Meet with groups in the school to determine effectiveness of system communications.