**LCTA/School Site Communication Implementation Plan**

**2024-2025 Academic Year**

School Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Introduction: The purpose of this document is to allow school sites a chance to build a framework for clear, efficient, and systemic communication protocols to improve the workplace for all educators, students, and parents. This document will serve as a “team planning overview” for the year as well as a capacity-building support document. The intent of this document is to assist school leadership teams in creating a written plan for a “way of work” in the upcoming year.*

**Goals**

Choose at least TWO areas of focus for improving communication and relationships at your site. In the chart below, record these areas of focus, write a goal, and determine which team members will provide updates on the goal via what site venues and with what frequency.

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| **Goal Focus Area** | **Written Goal (Must be measurable)** | **Updates** **(Who will update when and where?)** | **Notes/Action Steps** |
| *Example: Construction Updates and Classroom Displacement* | *Administrators will provide more frequent updates regarding the building renovations and the anticipated amount of time classes will be dislocated.* | *Admin will update staff monthly via the site email newsletter. After staff updates, site admin will include parent/family updates once per quarter.* | *Create construction manager check-in appointments.* |
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**Implementation Factor #1: Standard Site Operations**

*Key questions for each group:*

* **Note: This section does NOT pertain to districtwide standard procedures and should only outline procedures and processes unique to a school site.**
* What documents or resources outline the daily standard operating procedures for each employee type on the campus? (Example: Do standard procedures for a site exist in written form for obtaining a sub, calling in sick, taking personal leave, anticipated arrival and departure times, submission of work-related items such lesson plans, etc.? What daily circumstances do not have written protocols available and need them?)
* Where are the standard operating procedures documents located?
* When/where will employees receive their initial training or knowledge of standard operating procedures?
* Who will be responsible for providing standard operations information to employees who are not hired at the beginning of the year?
* Should new procedures be needed for a site’s way of work, what will be the venue for writing and reviewing the new procedures? Will this be the same if a procedure needs to be changed?

Provide an overview/summary of your response to the key questions from above for your area in the boxes below. Be sure to explain how the responses differ for any of the employee types at the site.

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| Responses/Notes: |

**Implementation Factor #2: Frequency and Order of Communication**

*Key questions:*

* *What would be an appropriate schedule for the frequency of communication (and order of communications) for the most common site situations that call for communication to both internal stakeholders and external stakeholders?*
* *Who will be responsible for each action in communication and from what platform will the communication come?*

Complete the chart below. See page 3 here for more examples: [**CLICK**](https://wasa-oly.org/WASA/images/WASA/6.0%20Resources/Hanover/Hanover%20Research---Communication%20Strategies%20for%20Districts%20and%20Schools.pdf)

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| --- | --- | --- |
| **Communication Type** | **Ideal Frequency, Mode, and Owner of Communication** | **Notes/Exceptions** |
| School Achievement Data | **Parents** | **Teachers** | **School Leaders** | **Students** |  |
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| Discipline Behavior |  |  |  |  |  |
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| Upcoming Events for Students/Families |  |  |  |  |  |
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| Curriculum Changes |  |  |  |  |  |
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| Procedural Changes |  |  |  |  |  |
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| Volunteer/Work Opportunities |  |  |  |  |  |
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**Implementation Factor #3: Communication About Work-Related Conflicts, Disagreements, or Dissatisfaction**

*Key questions:*

* ***Note: This section does NOT pertain to districtwide standard procedures and should only outline procedures and processes unique to a school site.***
* *In the event an employee experiences an interpersonal conflict with a colleague, what site-specific actions should they take? How does this differ if the conflict is with a supervisor/administrator?*
* *If a change to a site-specific standard operating procedure or workday decision is made with which an employee is dissatisfied by, in disagreement with, or in discomfort because of, what can be done to make the employee’s disagreement heard?*

Provide an overview/summary of your response to the key questions from above for your area in the boxes below. Be sure to explain how the responses differ for any of the employee types at the site.

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| Responses/Notes: |

**Appendices**

Be sure to attach (or upload) key protocols or documents that will need to be easily accessed as an appendix to this document.

**References**

Cruz, G. (2021). Leaders, Your Communication Plan Needs to Start with Your Staff. *Education Week.* <https://www.edweek.org/leadership/opinion-leaders-your-communication-plan-needs-to-start-with-your-staff/2021/07>

Hanover Research. (2020). *Communication Strategies for Districts and Schools.* <https://wasa-oly.org/WASA/images/WASA/6.0%20Resources/Hanover/Hanover%20Research---Communication%20Strategies%20for%20Districts%20and%20Schools.pdf>

Thompson, V. (2023). 4 Tips for Successfully Onboarding New Teachers. *Edutopia.* <https://www.edutopia.org/article/onboarding-new-teachers-4-strategies>