

**Princeton Public Schools  
Strategic Action Plan  
2016 – 2021**

**Goal 5: *Communication, Connectedness, Care* - Promote a culture of care, connectedness, and communication across the district, between home and school, and throughout our broader community**

**Objective 3: External** - Enhance external communication between the district and community

Major Tasks	Staff	Resources	Timeline	Indicators of Success	Notes on Progress
Train key staff in the use of School Messenger as a way of conveying important information and reminders to a select audience	Coordinator of Communications		Spring, 2017		
Post daily school announcements on school webpage, e.g. Tiger Tribune.	Principals		2016 and ongoing		
Develop new district website with easily accessible, visually appealing, and relevant content.	Coordinator of Communications with Committee of teachers, administrators, parents		Fall, 2017		
Train principals, secretaries and others in how to enter and delete content for the new website	Coordinator of Communications, Technology Coordinator		Summer, 2017		
Explore greater use of social media such as Facebook, Twitter, and Instagram	Coordinator of Communications with superintendent and principals		2016 and ongoing		
Establish clear social media expectations and guidelines for schools and teachers			Fall, 2016		Policy approved by Board, Dec. 2016

Implement a Learning Management System that provides a standardized format for teachers, students, and parents to communicate information about course content as well as homework, projects, assessment, and grades	Asst. Superintendent with Tech Coordinator and adhoc committee of teachers and administrators			2016 - 2018	
Provide training for staff, students and parents in how to use the LMS to access information. Focus particularly on parents unfamiliar with using Power School.	Tech Coordinator, tech assistants at each school, parent liaisons, PTO leaders			Fall, 2017	
Implement a new email system that includes students and allows for easier monitoring, maintenance, and storage.	Asst. Superintendent for C&I; Tech Coordinator			Spring, 2017	
Convey district expectations for all staff regarding response time to initial emails both internal and external.	Administrators, teachers, and support staff			2016 and ongoing	
Provide PD for teachers at all schools on positive communication with parents, including difficult or sensitive situations.	Superintendent, Asst. Sup for HR, Communications Coordinator			2017 - 2018	
Develop and post protocols for parents to use if they have a question or concern	Communications Coordinator			Fall, 2017	

Consider developing an education series for parents, staff and students related to a Culture of Care. A model might be the Common Ground series used at some local private schools.	Superintendent, Communications Coordinator			2019-2020	
Streamline forms so that parents can digitally submit paperwork	Communications Coordinator, Athletic Director, Administrators			2016 and ongoing	
Utilize video to actively show community what we're doing	Communications Coordinator			2017 and ongoing	