

BUSD Communication & Culture Action Plan

2017-2018

Objective: To improve District-wide communication and develop a positive Bonsall Unified School District culture.

Need	Action	Audience	Frequency	Responsibility
School sites need more information about what's happening District-wide	-Newsletter featuring message from Superintendent and highlights from each school site	BUSD staff, parents/guardians	Monthly (Thursday following Board Meeting) beginning November 2017	Superintendent, Executive Assistant, Principals
	-Video highlights of District topics and events with the Superintendent	-BUSD staff, parents/guardians, students	-Monthly beginning November	-Superintendent, Technology & Learning Coordinator
	-Superintendent face-to-face meetings with all employee groups to discuss District-wide topics	-BUSD staff	-Certificated staff by site: 3 times per year -Classified staff by site: 3 times per year -District Office staff: 1 time per month -School office managers: 4 times per year -Transportation: 4 times per year -BTA leadership: Monthly -CSEA leadership: Monthly	-Superintendent
Information regarding onboarding and	-Email notice to all employees about	BUSD staff	Monthly following board report	HR or Executive Assistant?

offboarding of employees	resignation or hires. -Develop workflow protocol between HR, payroll, and Technology	-District office, school sites, new employees, exiting employees	-Pending new hire or resignation (estimated timeline January 1, Janet and Craig to meet, finalize action steps and bring back to cabinet)	-HR in collaboration with Payroll, Technology, and School office manager
Developing a positive Bonsall Unified culture through visual displays	Feature pictures of students and employees with BeYouSD tagline in prominent areas at all BUSD sites and District Office	BUSD staff, students, parents/guardians	Beginning January 2018	Technology & Learning Coordinator
Improve District-wide communication with parents	<p>“Super Chat” with the Superintendent</p> <p>Continued outreach through Facebook</p> <p>Compile academic calendar, District Office calendar, and school site calendars on a single web page on District Office website</p>	<p>Parents/guardians</p> <p>Parents/guardians</p> <p>Parents/guardians</p>	<p>-Monthly, rotating school sites in the morning and evening</p> <p>3 posts per week</p> <p>Beginning in December 2017</p>	<p>Superintendent</p> <p>Executive Assistant, Technology & Learning Coordinator</p> <p>Technology & Learning Coordinator</p>
Communicating district-wide budget to employees	<p>Establish a budget committee</p> <p>Budget workshops for all BUSD employees</p>	<p>BUSD staff</p> <p>BUSD staff</p>	<p>Beginning November 2017: 4-6 times per year</p> <p>3 times per year, rotating sites.</p>	<p>Superintendent, Asst. Sup of Business Services</p> <p>Superintendent, Asst. Sup of Business Services</p>

Creating positive culture among employees.	-Host a District-wide event for all employees	BUSD staff	Spring 2018	Superintendent, Executive Assistant
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