

OBJECTIVE	FREQUENCY	RESPONSIBLE PERSONNEL	AUDIENCE	RECOMMENDATIONS
COMMUNICATION ABILITY				
SOCIAL MEDIA				
Facebook	Ongoing	Executive Assistant to the Superintendent	Sylvan Staff Community members	1. Increase Communication base
Twitter	Ongoing	Executive Assistant to the Superintendent	Sylvan Staff Community members	1. Increase Communication base
YouTube	Ongoing	Executive Assistant to the Superintendent	Sylvan Staff Community members	1. Produce Annually videos (Budget/State of the District) 2. Post to YouTube
PRINT PUBLICATIONS				
District Newsletter	Triannual: Fall (August), Winter (February), and Spring (May)	Executive Leadership/Executive Assistant to the Superintendent	Sylvan Staff , Community members, and Parents	1. Continue to publish quarterly 2. Post on District Website and Email to all staff and stakeholders 3. Share through Peachjar and Facebook 4. Get input from staff
Special Ed Newsletter	Every 2 months	Director of Special Education	SPED staff, Admins	Shared via email
iPad Handbook	Annually	Director or Technology and Information Services	Sylvan Staff, Parents, Students	On iPads, post on Website, QR Codes
SUSD Parent Handbook	Annually	Asst Supt Educational Services	Parents, Sylvan Staff	On iPads, post on Website, QR Codes
Middle School Code of Conduct	Annually	Asst Supt Educational Services	Parents, Sylvan Staff	On iPads, post on Website, QR Codes
Calendar of Events	Annually	Asst Supt Educational Services	Parents, Sylvan Staff	Post on Website, QR Codes
Homework Guidelines	Annually	Asst Supt Educational Services	Parents, Sylvan Staff	Post on Website, QR Codes
Electronic Use Forms	Annually	Asst Supt Educational Services	Parents, Sylvan Staff, Students	Post on Website, QR Codes
Grade Level Content Standards	Annually	Asst Supt Educational Services	Parents, Sylvan Staff, Students	Post on Website, QR Codes
Parents Guide to Common Core Standards	Annually	Asst Supt Educational Services	Parents	Post on Website, QR Codes
What Parents Can Do	Annually	Asst Supt Educational Services	Parents	Post on Website, QR Codes
Bullying Policy	Annually	Asst Supt Educational Services	Parents	Post on Website, QR Codes
Non-Discrimination Policy	Annually	Asst Supt Educational Services	Parents	Post on Website, QR Codes
Textbook Contracts	Annually	Asst Supt Educational Services	Parents, Students	Post on Website, QR Codes
Parent Letter - SBAC Scores	Annually	Asst Supt Educational Services	Parents	Sent via U.S. Mail
LCAP Detailed Report	Annually (6/30)	Director of Categorical Programs	Sylvan Staff	Post on website
LCAP Quick Facts	Annually	Director of Categorical Programs	All Stakeholders	Post on website, Peachjar, handout for committee meetings
Budget Original (July 1)	Annually June	Director of Fiscal Services	All Stakeholders	Post on website
Budget Original (July 1) Dashboard	Annually July	Director of Fiscal Services	All Stakeholders	Post on website
Budget 1st Interim Report	Annually December	Director of Fiscal Services	All Stakeholders	Post on website
LCAP and 1st Interim Budget Update Summary	Annually January	Asst Supt of Business/Director of Categorical Programs	All Stakeholders	Post on website, peachtree, handout
Budget 2nd Interim Report	Annually March	Director of Fiscal Services	All Stakeholders	Post on website
Budget 2nd Interim Report PowerPoint/Video	Annually April	Asst Supt of Business/Director of Fiscal Services	All Stakeholders	Post on website
Unaudited Actuals	Annually September	Director of Fiscal Services	All Stakeholders	Post on website
Audit Report	Annually Spring	Director of Fiscal Services	All Stakeholders	Post on website
State of Sylvan	Annually	Executive Leadership/Executive Assistant to the Superintendent	Sylvan Staff	Post on website
Ed Services	Quarterly	Department	Sylvan Staff	Post on website
Special Ed Handbook	Annually	Special Education Administration	SPED staff/Administration	Shared by Private Link to Electronic Bulletin Board
School Accountability Report Cards	Annually (Feb 1st)	Director of Categorical Programs	Community	Post on website by 2/1
Induction Program Overview	Annually (August)	Director of Prof. Learning & Induction	Induction Candidates	Review at New Teacher/Induction Orientation

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SPECIAL PUBLICATIONS				
Professional Learning FAQs	Bi-Monthly	Director of Prof. Learning & Induction	Teachers	Post on grade level Google classrooms
BROCHURES				
STEAM	As scheduled	Sylvan School Principal	General Public	1. Redesign and update as needed/Post on website
GATE	As scheduled	Standiford School Principal	General Public	1. Redesign and update as needed/Post on website
LCAP	Annually	Assist Supt of Business & Director of Categorical Programs	General Public	
SUSD	As scheduled	Executive Assistant to the Superintendent	General Public	Post on website
HR-Recruitment and Leaves	Ongoing/annually	Director of HR	All staff and public	Post on website; include in hiring packets.
Counselors	Annually	Counselors	All staff and public	Director of Categorical Programs posts information on website
MEDIA RELATIONS				
Press releases	Ongoing	Superintendent/ Executive Assistant to the Superintendent	General Public	1. Continue positive relationships with reporters
Media Contacts	Ongoing	Executive Assistant to the Superintendent	General Public	2. Follow-up on targeted press releases
Photo ops	Ongoing	Executive Assistant to the Superintendent	General Public	3. E-mail to Board & Leadership
				4. Post on website and to Social Media
Media Protocol/Guidelines	As scheduled	Superintendent/ Governance Handbook	Leadership Team, Cabinet, and Networking groups	1. Update guidelines as needed 2. Share with Leadership Team
INTERNAL PUBLIC RELATIONS				
Staff Kickoff	Annually (Aug.)	Superintendent and Executive Leadership Team	Employees	1. Continue with Kickoff 2. Format determined on annual basis
Recognition	Annually - by departments	Executive Leadership	Sylvan Staff/General Public	1. District Website, Board meeting recognition, and Facebook
Teacher of the Year	Annually - by grade level	Leadership	Sylvan Staff/General Public	1. District Website, Board meeting recognition, and Facebook
Employee Making a Difference	Annually - by departments	Leadership	Sylvan Staff/General Public	1. District Website, Board meeting recognition, and Facebook
New Employee Orientation	Annually/monthly	Human Resources Staff	New staff	1. Asst. Superintendent of Human Resources and Director of Human Resources
New Employee hire	As needed	Grace	All stakeholders	Notify of start date/details to all parties
				2. Continue technology training
Information Board	Ongoing	Superintendent	Board	1. Ensure information is delivered as soon as possible to all Board members
Friday Updates	Weekly	Executive Leadership	Board, Union Presidents	1. Shared via email
Ed Services Google Site	Ongoing	Director, Professional Learning	Teachers, Leadership	
Ed Services Doc	Ongoing	Ed Services Staff	Leadership	
Dangerous Student List	2x a year, each semes	Director Student Services	Teachers, Leadership	Holly sends this information to Principals and Office Managers who distribute appropriately.
VIDEO COMMUNICATIONS				
Technology	Ongoing	IT Department	Sylvan Staff	
Classroom Instruction	Ongoing	Director of Induction	Sylvan Staff	
Budget 2nd Interim Report PowerPoint/Video	Annually April	Asst Supt of Business/Director of Fiscal Services	All Stakeholders	Post on website
ELECTRONIC COMMUNICATION				
SUSD Website	On going	Executive Assistant to the Superintendent		1. ELT to review bi-monthly
Online District Directory	Ongoing	Executive Assistant to the Superintendent	SUSD District Employees	1. Updated throughout the year
			Schools & Departments	2. Utilize Tech Staff
Blackboard Connect	Ongoing	Executive Assistant to the Superintendent	Parents	1. Notifications of School events, fundraisers, SEF events
Gmail	Ongoing	Leadership	Stakeholders	1. Share district information regarding school events
Gmail and related apps	Ongoing	Human Resources	District Staff	1. Notification of job postings

OBJECTIVE	FREQUENCY	RESPONSIBLE PERSONNEL	AUDIENCE	RECOMMENDATIONS
				2. Notification of Benefits updates
				3. Annual surveys i.e. Employee Intent Forms
Technology Blog	Ongoing	Technology Department	District Staff	http://eett.sylvan.k12.ca.us/wordpress
BlackBoard Connect Web Portal	Ongoing	Technology Department	District Staff & Parents	https://sylvanunion.bbcportal.com/
Quick Start Guide - School Web Sites	Ongoing	Technology Department	District Staff	https://sites.google.com/a/sylvan.k12.ca.us/schoolwebsites/
Google Mail Quick Tips	Ongoing	Technology Department	District Staff	https://sites.google.com/a/sylvan.k12.ca.us/google-mail-quicktips/
Getting Started With Google Apps	Ongoing	Technology Department	District Staff	https://sites.google.com/a/sylvan.k12.ca.us/google-apps-support/
Middle School 1:1 Technology Program	Ongoing	Technology Department	District Staff, Parents & Students	http://jpatten.on-rev.com/parent_info/
Middle School iPad Take Home Handbook	Ongoing	Technology Department	General Public	http://sylvan-ca.schoolloop.com/file/1380277471000/1376459656502/1773391696146894435.pdf
STAFF DEVELOPMENT/PROFESSIONAL GROWTH OPPORTUNITIES				
Workshop Series			Staff/District staff	
1. Staff Kickoff	August	Cabinet	Various presenters	
2. Wellness	October	Human Resources Staff	Staff	1. Wellness Fair
3. Customer Service	Ongoing	All Departments	Staff	1. Collect surveys for evidence
EXTERNAL PUBLIC RELATIONS				
Public Events	As scheduled		General Public	1. Create opportunities for SUSD to have a higher profile in the community
VIP Tour	Biannual	Superintendent	Key Community Members	1. Ensure multiple schools are featured
LCAP Community Business Partners	Biannual	Superintendent	Key Community Members	1. Utilize LCAP feedback format
CRISIS RESPONSE TEAM				
Crisis Response Team	Ongoing	Leadership	Staff	
Safe Schools Alerts	As needed basis	Site Staff	Superintendent & Board members	Executive Assistant filters information and notifies the Board via email
MISCELLANEOUS				
Internal Surveys	Annually	All Departments	Employees	
Marzano High Reliability Schools Survey	Bi-Annually	Ed Services Dept	Employees	
Bright Bytes Survey	Bi-Annually	Ed Services Dept	Employees	
External Surveys	Bi-Annually	All Departments	Students, Parents, and Stakeholders	LCAP
Williams Report	Quarterly	Asst Superintendent of Business/Director of Categorical	All Stakeholders	Shared with the Board and stakeholders at Board meetings
PROFESSIONAL GROWTH AND SELF IMPROVEMENT				
Media relations	Ongoing		Communication staff	
Crisis Simulation Training	As scheduled		Communication staff	
Technology Training	Ongoing		Communication staff	