

Governing Board Retreat Communication Session

Goal: Engage in a discussion about the communication strengths and needs for LCUSD; review newly developed communication routines for parents and families “Stay Connected to LCUSD” campaign; discuss Governing Board Meeting recap newsletter

1. What are our communication needs?
 - a. LCUSD needs a way to engage families
 - b. LCUSD needs a way to share good news
 - c. LCUSD needs a way to deliver emergency information
 - d. LCUSD needs a way to reinforce the vision/mission/LCAP
 - e. LCUSD needs a way to...
 - f. LCUSD needs a way to...
 - g. LCUSD needs a way to...
2. What strategies/avenues of communication exist now to meet these needs?
 - a. School Board Meetings
 - b. Board Member School Visits
 - c. District Committees/Advisory Groups
 - d. Interactions with Elected Officials
 - e. Interactions with Special Groups
 - f. Internet/Technology
 - g. Meetings with Students
 - h. Newspaper
 - i. Opinion Survey
 - j. Emergency Communication
3. How does the “Stay Connected to LCUSD” campaign help meet these needs?
 - a. Review the flyer and supporting website
 - b. Discussion
4. How does the Governing Board Newsletter meet these needs?
 - a. Review new template
 - b. Discuss content needs
 - c. Discuss publication change to Aeries Communication
5. Quick wins, bold moves, game-changers
 - a. Brainstorm session on other ways to meet the communication needs
 - i. What could we do right now to make an impact? (quick win)
 - ii. What takes some effort and planning? (bold move)
 - iii. What would transform the way we see communication? (game-changer)