

OBJECTIVE	FREQUENCY	RESPONSIBLE PERSONNEL	AUDIENCE	RECOMMENDATIONS
<b>COMMUNICATION ABILITY</b>				
<b>SOCIAL MEDIA</b>				
<a href="#">Facebook</a>	Ongoing	Executive Assistant to the Superintendent	Sylvan Staff Community members	1. Increase Communication base
<a href="#">Twitter</a>	Ongoing	Executive Assistant to the Superintendent	Sylvan Staff Community members	1. Increase Communication base
<a href="#">YouTube</a>	Ongoing	Executive Assistant to the Superintendent	Sylvan Staff Community members	1. Produce Annually videos (Budget/State of the District) 2. Post to YouTube
<b>PRINT PUBLICATIONS</b>				
<a href="#">District Newsletter</a>	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
<a href="#">District Calendar</a>	Annually	Director of HR	All Stakeholders	Posted on website 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	At least 3 times yearly-Confidential	Director of Special Education	SPED staff, Admins	Shared via email
<a href="#">iPad Handbook</a>	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
<a href="#">Middle School Code of Conduct</a>	Annually	Asst Supt Educational Services	Parents, Sylvan Staff	On iPads, post on Website, QR Codes
<a href="#">Calendar of Events</a>	Annually	Asst Supt Educational Services	Parents, Sylvan Staff	Post on Website, QR Codes
<a href="#">Homework Guidelines</a>	Annually	Asst Supt Educational Services	Parents, Sylvan Staff	Post on Website, QR Codes
<a href="#">Electronic Use Forms</a>	Annually	Asst Supt Educational Services	Parents, Sylvan Staff, Students	Post on Website, QR Codes
<a href="#">Grade Level Content Standards</a>	Annually	Asst Supt Educational Services	Parents, Sylvan Staff, Students	Post on Website, QR Codes
<a href="#">Parent Guide to Content Standards</a>	Annually	Asst Supt Educational Services	Parents	Post on Website, QR Codes
<a href="#">Bullying Policy</a>	Annually	Asst Supt Educational Services	Parents	Post on Website, QR Codes
<a href="#">Non-Discrimination Policy</a>	Annually	Asst Supt Educational Services	Parents	Post on Website, QR Codes
<a href="#">Textbook Contract - Grades K-5</a>				
<a href="#">Textbook Contract - Grades 6-8</a>	Annually	Asst Supt Educational Services	Parents, Students	Post on Website, QR Codes
<a href="#">Parent Letter - SBAC Scores</a>	Annually	Asst Supt Educational Services	Parents	Sent via U.S. Mail (future will be electronic per the California Dept of Education)
<a href="#">Parent Letter - Spring CAASPP Testing</a>	Annually	Asst Supt Educational Services	Parents	Mailed home and posted on website
<a href="#">LCAP Detailed Report</a>	Annually (6/30)	Director of Categorical Programs	Sylvan Staff	Post on website
<a href="#">Budget Original (July 1)</a>	Annually June	Director of Fiscal Services	All Stakeholders	Post on website
<a href="#">Budget Original (July 1) Dashboard</a>	Annually July	Director of Fiscal Services	All Stakeholders	Post on website
<a href="#">Budget 1st Interim Report</a>	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
<a href="#">State of Sylvan</a>	Annually	Executive Leadership/Executive Assistant to the Superintendent	Sylvan Staff	Post on website
Ed Services	Quarterly	Department	Sylvan Staff	Post on website
<a href="#">School Accountability Report Cards</a>	Annually (Feb 1st)	Director of Categorical Programs	Community	Post on website by 2/1
<b>SPECIAL PUBLICATIONS</b>				
Professional Learning FAQs	Trimester	Director of Prof. Learning & Induction	Teachers	Post in TLR Folder
SUSD Coaching Instructional Coaching Model	Annually	Director of Prof. Learning & Induction	Teachers	Post in TLR Folder
<b>BROCHURES</b>				
<a href="#">STEAM</a>	As scheduled	Sylvan School Principal	General Public	1. Redesign and update as needed/Post on website

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GATE	As scheduled	Standiford School Principal	General Public	1. Redesign and update as needed/Post on website
<a href="#">LCAP</a>	Annually	Assist Supt of Business & Director of Categorical Programs	General Public	
<a href="#">SUSD</a>	As scheduled	Executive Assistant to the Superintendent	General Public	Post on website
<a href="#">HR - Leaves</a>	Ongoing/annually	Director of HR	All staff and public	Post on website; include in hiring packets.
<a href="#">HR - Recruitment</a>	Ongoing/annually	Director of HR	All staff and public	Post on website; include in hiring packets.
<a href="#">EAP</a>	Annually	Director of HR	All staff	Post on website, including in all-employee email
<a href="#">Special Education Parent Workshops</a>	Annually	Director of Special Education	All stakeholders	post on website and distribute
Induction Program	Annually	Director of Prof. Learning & Induction	Induction Candidates	Shared with candidates, mentors, and administrators
Counselors	Annually	Counselors	All staff and public	Director of Categorical Programs posts information on website
<b>MEDIA RELATIONS</b>				
Press releases	Ongoing	Superintendent/ Executive Assistant to the Superintendent	General Public	1. Continue positive relationships with reporters
<a href="#">Media Contacts</a>	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
<a href="#">Media Protocol/Guidelines</a>	As scheduled	Superintendent/ Governance Handbook	Leadership Team, Cabinet, and Networking groups	1. Update guidelines as needed 2. Share with Leadership Team
<b>INTERNAL PUBLIC RELATIONS</b>				
<a href="#">Staff Kickoff</a>	Annually (Aug.)	Superintendent and Executive Leadership Team	Employees	1. Continue with Kickoff 2. Format determined on annual basis
<a href="#">Recognition</a>	Annually - by departments	Executive Leadership	Sylvan Staff/General Public	1. District Website, Board meeting recognition, and Facebook
<a href="#">Teacher of the Year</a>	Annually - by grade level	Leadership	Sylvan Staff/General Public	1. District Website, Board meeting recognition, and Facebook
<a href="#">Employee Making a Difference</a>	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 (Confidential communication)	Ongoing	Superintendent	Board	1. Ensure information is delivered as soon as possible to all Board members
Friday Updates (Internal communication)	Weekly	Executive Leadership	Board, Union Presidents	1. Shared via email
Ed Services Teaching Learning Resource (TLR) Folder	Ongoing (Confidential)	Director of Prof. Learning & Induction	Teachers, Administrators, Leadership	Shared via Google Drive
Ed Services Doc	Ongoing (Confidential)	Ed Services Staff	Leadership	
Suspended Students Per Ed Code 49079	Ongoing (Confidential)	Director Student Services	Teachers, Leadership	
<a href="#">SEA Contract</a>	As Appropriate	Asst Supt of HR	Sylvan Staff	Posted on website
<a href="#">CSEA Contract</a>	As Appropriate	Asst Supt of HR	Sylvan Staff	Posted on website
<a href="#">Certificated Salary Schedule</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Classified Salary Schedule</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Certificated Management Salary Schedule</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Classified Management Salary Schedule</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Confidential Management Salary Schedule</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Confidential Salary Schedule</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Nurse Salary Schedule</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Job Descriptions (Departments Locker)</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Insurance Benefits (Departments Locker)</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<a href="#">Worker's Compensation (Departments Locker)</a>	Ongoing	Director of HR	Sylvan Staff	Posted on website
<b>VIDEO COMMUNICATIONS</b>				
Technology	Ongoing	IT Department	Sylvan Staff	
Assessment (Overview & How To Administer) Videos	As Needed	Director of Prof. Learning & Induction	Sylvan Staff	Posted in TLR Folder
Budget 2nd Interim Report PowerPoint/Video	Annually April	Asst Supt of Business/Director of Fiscal Services	All Stakeholders	Post on website
<b>ELECTRONIC COMMUNICATION</b>				
<a href="#">SUSD Website</a>	On going	Executive Assistant to the Superintendent		1. ELT to review bi-monthly

OBJECTIVE	FREQUENCY	RESPONSIBLE PERSONNEL	AUDIENCE	RECOMMENDATIONS
<a href="#">Online District Directory</a>	Ongoing	Executive Assistant to the Superintendent	SUSD District Employees Schools & Departments	1. Updated throughout the year 2. Utilize Tech Staff
<a href="#">Blackboard Connect</a>	Ongoing	Executive Assistant to the Superintendent	Parents	1. Notifications of School events, fundraisers, SEF events
Gmail (sylvan.k12.ca.us)	Ongoing	Leadership	Stakeholders	1. Share district information regarding school events
Gmail and related apps	Ongoing	Human Resources	District Staff	1. Notification of job postings 2. Notification of Benefits updates 3. Annual surveys i.e. Employee Intent Forms
<a href="#">Employment Opportunites/Recruitment</a>	Ongoing	Director of HR	District Staff, General Public	
Technolgy Blog	Ongoing	Technology Department	District Staff	<a href="http://eett.sylvan.k12.ca.us/wordpress">http://eett.sylvan.k12.ca.us/wordpress</a>
BlackBoard Connect Web Portal	Ongoing	Technology Department	District Staff & Parents	<a href="https://sylvanunion.bbcportal.com/">https://sylvanunion.bbcportal.com/</a>
Quick Start Guide - School Web Sites	Ongoing	Technology Department	District Staff	<a href="https://sites.google.com/a/sylvan.k12.ca.us/schoolwebsites/">https://sites.google.com/a/sylvan.k12.ca.us/schoolwebsites/</a>
Google Mail Quick Tips	Ongoing	Technology Department	District Staff	<a href="https://sites.google.com/a/sylvan.k12.ca.us/google-mail-quicktips/">https://sites.google.com/a/sylvan.k12.ca.us/google-mail-quicktips/</a>
Getting Started With Google Apps	Ongoing	Technology Department	District Staff	<a href="https://sites.google.com/a/sylvan.k12.ca.us/google-apps-support/">https://sites.google.com/a/sylvan.k12.ca.us/google-apps-support/</a>
Middle School 1:1 Technology Program	Ongoing	Technology Department	District Staff, Parents & Students	<a href="http://jpatten.on-rev.com/parent_info/">http://jpatten.on-rev.com/parent_info/</a>
Middle School iPad Take Home Handbook	Ongoing	Technology Department	General Public	<a href="http://sylvan-ca.schoolloop.com/file/1380277471000/1376459656502/1773391696146894435.pdf">http://sylvan-ca.schoolloop.com/file/1380277471000/1376459656502/1773391696146894435.pdf</a>
<b>STAFF DEVELOPMENT/PROFESSIONAL GROWTH OPPORTUNITIES</b>				
Workshop Series			Staff/District staff	
<a href="#">1. Staff Kickoff</a>	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
<b>EXTERNAL PUBLIC RELATIONS</b>				
<a href="#">Public Events</a>	As scheduled	All Departments	General Public	1. Create opportunities for SUSD to have a higher profile in the community
<a href="#">VIP Tour</a>	Biannual	Superintendent	Key Community Members	1. Ensure multiple schools are featured
<a href="#">LCAP Community Business Partners</a>	Biannual	Superintendent	Key Community Members	1. Utilize LCAP feedback format
<b>CRISIS RESPONSE TEAM</b>				
Crisis Response Team (Confidential Communication)	Ongoing	Leadership	Staff Superintendent & Board members	
Safe Schools Alerts	As needed basis	Site Staff		Executive Assistant filters information and notifies the Board via email
<b>MISCELLANEOUS</b>				
<a href="#">Internal Surveys (metrics in LCAP)</a>	Annually	All Departments	Employees	
<a href="#">Marzano High Reliability Schools Survey (metric in LCAP)</a>	Bi-Annually	Ed Services Dept	Employees	
<a href="#">Bright Bytes Survey (metric in LCAP)</a>	Bi-Annually	Ed Services Dept	Employees	
External Surveys	Bi-Annually	All Departments	Students, Parents, and Stakeholders	LCAP
Williams Report	Quarterly	Asst Superintendent of Business	All Stakeholders	Shared with the Board and stakeholders at Board meetings
Williams Monitoring - Woodrow Elementary	Annually	Director of Categorical Programs	All Stakeholders	<a href="#">Board Meeting Presentation 10/9/18</a>
<b>PROFESSIONAL GROWTH AND SELF IMPROVEMENT</b>				
Media relations	Ongoing		Communication staff	
Crisis Simulation Training	As scheduled		Communication staff	
Technology Training	Ongoing		Communication staff	
<a href="#">Professional Growth Units</a>	Ongoing	Director of HR	District Staff	Post on website