

SMFCSD Communications Committee



January 24, 2019

Communication Committee

MEMBERS

Pam Bartfield - Director of Curriculum

Peter Cazanis - Director of Technology

Ken Chin - Board Member

John Cosmos - Bayside Principal

Amber Farinha - Coordinator of
Communications

Amanda Goll - Interim LEAD Principal

Rebecca Hitchcock - Board Member

Task #1

Information Gathering



- Conducted a communications audit for 20 principals/schools and the District Office
- Conducted a systems analysis of how each school is using communication tools

Task #2

Determine Focus



- Focus on school-to-home communication
 - **Set Goals**
 - **Goal #1** - Consistent messaging practices across all schools
 - **Goal #2** - Ensure teachers have functioning systems and training
 - **Goal #3** – Ensure websites are up-to-date and marketing/ showcasing our schools, being fully utilized
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Work Completed

School Loop - MS

- Met w/ MS Principals to determine needs
- Met w/ SchoolLoop to discuss our teacher's needs/usage

School Messenger

- Opened AERIES Parent Portal for families
- Created Principal Message templates
- Enabled contact sharing authorization
- Created teacher rostering for app

Websites

- ADA compliance work started including best practice training
- Changed school layout and added a PTA button to each page

Future Implementation

School Loop - MS

- Teacher PD on SchoolLoop
- Create a one-pager for teachers
- Plan for ongoing, annual training & monitoring

School Messenger

- Monthly-drop in trainings
- Piloting School Messenger App
- Plan for ongoing, annual training & monitoring
- Create staff accounts to receive emergency messages

Websites

- Monthly drop-in trainings
- School sites need support - deeper look into options

Questions?

