



Beecher Community School District

District & Building Communications Protocol

<p>What is the system?</p>	<p><i>This system provides clear internal and external communication to present the district's approach to Acceleration, to illustrate how the district guides and supports improvements in teaching and learning, and to clarify the distinct but interconnected roles of both the district and the school in the acceleration process.</i></p>
<p>What is the purpose of Communications System?</p>	<ol style="list-style-type: none"> 1. Enables district Acceleration efforts to go to scale 2. Enables stakeholder participation at scale
<p>What kinds of communication are for information only (one way) and what kinds of communication need feedback (two way)?</p>	<p><u>Internal Communication</u></p> <p>For Information Only (One-Way Communication)</p> <p>All important information that leadership would expect to be known and understood at scale will be communicated electronically using the district's email system, and daily/weekly communications (i.e. staff bulletins, suspension lists, calendars, schedules, phone lists, meeting agendas, etc.) will be shared in z drive until we transition to Google drive.</p> <p>All Beecher faculty and staff are expected to utilize and monitor their email accounts and those designated z/Google drives stated above at least twice daily (once at the beginning and once at the end of the day at an absolute minimum).</p> <ul style="list-style-type: none"> • All employees are responsible for the information communicated via email and stored on z/Google Drive. • Information communicated in mass (excluding individual emails, etc.) must use the email protocol stated below. • Certainly, should clarification be needed, it is expected that the individual receiver will request clarification individually. It is not expected or requested that these messages will result in global conversations (i.e. do not reply all). <p>Information and Feedback Requested (Two-Way Communication)</p> <p>At either the district or building level, important information that leadership would expect to be known, understood, and discussed at scale will be communicated electronically using the district's email/district forms/z drive/Google Drive. All Beecher employees are responsible for the information communicated electronically.</p>

Email Protocol

Abbreviation for subject line	Meaning
NRN	No Reply Necessary
RR	Reply Required
FUL	Follow Up Loop
RAR	Reply All Required
AR	Action Required

- For email where no reply is required, the sender will state “**NRN -**” (**No Reply Necessary**) in the subject line. If a recipient is designated as CC or BCC, then it is understood that this is a “NRN:” email for that recipient.
- For group email where a response is required, the sender will state “**RR -**” (**Response Required**) in the subject line. Direct recipients respond to the sender only (not “Reply All”). If a recipient is designated as CC or BCC, then it is understood that those CC and BCC designees are not expected to reply.
- Where task completion is requested (generally longer time frame) “**FUL-**” will be placed in the subject line (see diagram below)
- For group email intended to generate electronic “conversation”, the sender will include “**RAR -**” in the subject line
- Where action is required of recipient. No Reply Necessary, the sender will state “**AR**” – (**Action Required**) in the subject line.

The convention for using these codes in the subject line is to use the code, followed by a hyphen, followed by a space, followed by the subject.

Example: **Subject:** NRN - Bus schedules finalized

Example: **Subject:** RR - Staff selections for PD day

Example: **Subject:** FUL - Enrollment data due Oct. 2

Example: **Subject:** RAR – Best time for lower el staff to meet?

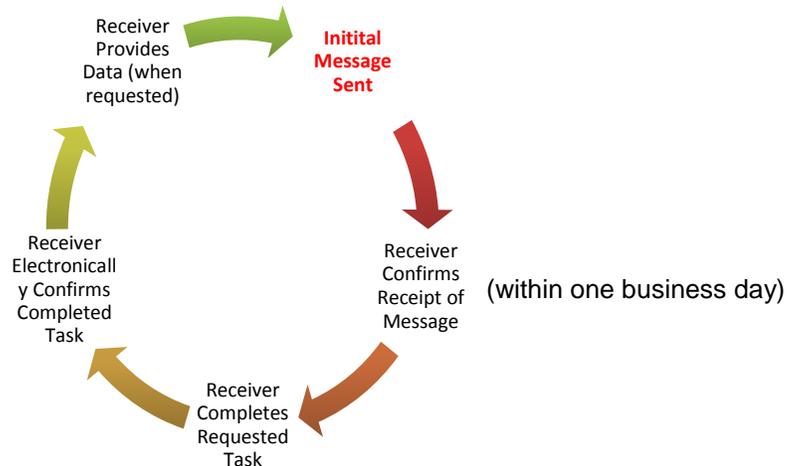
Example: **Subject:** AR – Complete attached paperwork

It is expected that all email requiring a response will occur within 1 business day.

Follow-Up Loop

Periodically, messages are communicated that request certain individuals or teams to complete a certain task sometimes by a specific date. When these situations occur, the sender may:

- **Request the Follow-Up Loop. This will be indicated in the subject line.**
- This loop requires that not only do receivers complete the task indicated, but that receivers also communicate to the sender that the task has been completed.
- Should data be requested in the original message, the requested data will also be sent within the *Follow-Up Loop*.



When this Plan becomes effective, teacher mailboxes will be used only for hard copies to be distributed to students.

Summary

It is anticipated that through the use of uniform internal one-way and two-way communication, that all district employees will be able to more effectively engage in the mission and work of the district including the implementation of the *Blueprint for Acceleration*. The Blueprint Team is working on including custodians, food service, and security personnel, in the Protocol.

	<p><u>External Communication</u></p> <p>For Information Only (One-Way Communication) The district and building will use social media, the district website, School Messenger, and other electronic communication tools to inform stakeholders of relevant information. (i.e. vision, curriculum, events, etc.) All relevant communications will be translated as deemed necessary.</p> <p>Information and Feedback Requested (Two-Way Communication) The district or building will invite participation from all stakeholders through board meetings, PTA meetings, surveys, parent-teacher conferences, open houses, town hall meetings, etc. All relevant communications will be translated as deemed necessary.</p>
<p>Calendars</p>	<p><u>Calendars</u></p> <p>The district will be transitioning to Google calendar for the effective communication of all dates and events. While all individual staff members have their own private Google calendars, the District will maintain three important calendars that are shared district-wide:</p> <ol style="list-style-type: none"> 1. K-12 Assessment 2. Professional Learning (district- and building-level events) 3. Community Calendar – Managed by Central Office and Buildings (i.e., PTA meetings, ice cream socials, conferences, etc.) <p>All employees are responsible for the information found in the three District calendars. All professional learning events will be communicated to the affected building level administrators prior to being placed on the calendar.</p>
<p>What procedures or processes will be used to ensure consistent communication occurs at all levels of the system?</p>	<p><u>District Blueprint Team</u> An identified member will serve as the recorder. These notes will be kept in the Blueprint Team folder (Google drive). All Team members have access to this folder. Once approved by the Team, the recorder will note that approval in the meeting minutes.</p> <p>It is expected that members will not share Blueprint Team meeting notes at the building level. However, when the Team needs to communicate to a broader audience than just the administrative team, the Team will take the lead in sharing the relevant information to its target audience.</p> <p><u>Building Acceleration Network(s)</u> Each Building Acceleration Network (BAN) will establish its own official recorder. BAN meeting notes are kept in the appropriate Building Acceleration Network folder (Google drive). All BAN members have access to this folder. Additionally, access will be granted to appropriate central office personnel. Once approved by the BAN, the recorder will note that approval in the meeting minutes. To facilitate communication with building level staff, the recorder will email meeting notes to all appropriate building staff after they have been reviewed and approved by the BAN.</p>

	Teacher and staff feedback from the notes will occur at building staff meetings. The Blueprint will be a standing agenda item for building-level staff/faculty meetings.
How does the District Blueprint Team ensure that the communication system goes to scale?	The Blueprint Team will routinely interview and survey selected employees to measure the level and effectiveness of implementation.
What do we need to accomplish right away?	<ol style="list-style-type: none"> 1. Following the approval of the Communications Protocols, share this protocol with all employees 2. Implement the Internal Communication Protocols 3. Implement the Blueprint Team and BAN Communication Protocols 4. Implement the district's three Google calendars 5. Implement External Communication Protocols
What professional learning is needed for the communication system to be implemented?	Employees need to acquire proficiency in the above named Google tools. Any employee who lacks this proficiency will be provided the appropriate level of training to enhance skills to the target level. New employees will also receive this training as needed so as to be able to demonstrate proficiency in Google tools.
What is the timeline for action?	<ul style="list-style-type: none"> • Professional learning regarding Google tools and "soft" implementation can begin immediately • Blueprint Team communication protocols are effective September 15, 2016 • Building Acceleration Network communication protocols are effective Oct. 1, 2016 • District Google calendars will be available by October 1, 2016