



Communications Plan

To Support the Mission and Core Strategies

of the

**NATIONAL SCHOOL DISTRICT
2012-2017 Strategic Plan**

**National School District
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National City, CA 91950
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Introduction

In Spring 2014, a working group of District and school site administrators and staff members was convened under the direction of National School District Superintendent Christopher Oram, Ed.D. to develop a comprehensive Communications Plan for District-wide and school site audiences. The Plan serves as the communications component to the District's 2012-17 Strategic Plan; responding to the informational needs of the District's internal and external audiences by identifying the appropriate topics and the resources needed to reach them.

Those taking part in developing the Communications Plan included:

- Cindy Frazee, Assistant Superintendent of Human Resources
- Anamaria Garcia, Office Technician, Palmer Way School; representing California School Employees Association (CSEA)
- Leticia Hernandez, Principal, John Otis School
- Melissa Kruse, Teacher, Lincoln Acres School
- Tamlyn McKean, Teacher, Palmer Way School; representing National City Elementary Teachers Association (NCETA)
- Xochitl Mercado, Administrative Assistant, El Toyon School
- Yvette Olea, Executive Assistant to the Superintendent
- Steve Sanchez, Principal, Las Palmas School
- Veronica Silva, Principal, El Toyon School
- Cindy Vasquez, Director of Educational Services
- Bryan Vine, Teacher, Central School
- Dick Daniels, Communications Plan Consultant and Facilitator

National School District

Mission Statement

Creating Successful Learners NOW...

Each student in the National School District receives an exemplary, world-class education in a safe, nurturing environment. By collaborating with educators, staff, parents and our diverse community, all students attain the skills essential to succeed and thrive in a competitive global society.

National School District

Core Values

WE BELIEVE:

- All students will learn
- Student success is everyone's responsibility
- Our community's cultural diversity enriches learning opportunities

WE PROMISE:

- A safe and nurturing learning environment
- An active partnership with parents and the community
- A solid foundation in reading, writing, and problem-solving
- A focus on individual student achievement

National School District

Strategic Parameters

(Guiding Principles)

- **The National School District (hereafter referred to as “we”) will operate all programs, services and facility needs within available resources while maintaining a prudent reserve.**
- **We will not initiate or retain any program or service unless it contributes to achieving our mission and goals, and benefits outweigh costs.**
- **We will make all decisions and take all actions based strictly on the best interest of the students.**
- **We will identify and activity address the needs of our diverse students, staff, parents and community.**

Core Messages

These messages describe the characteristics of the National School District. When appropriate, they should be used, either in whole or in part, in communicating to the District's key audiences.

1. Quality of Instructional Program

School site or (The National School District) uses teaching practices and other instructional resources that ensure every student makes measurable progress in his or her academic and social development.

2. Quality of Staff

The education of every student at School site or (in the National School District) is supported by high-quality, effective and well-trained staff.

3. Safe and Healthy Teaching and Learning Environments

School site or (National School District schools) is (are) a safe and healthy environment(s) that support(s) effective teaching and learning as well as the physical well being of students, staff, and the surrounding community.

4. Effective Communications and Outreach

To enhance the success of our students, we keep staff, parents and community members well informed through timely and effective two-way communications, using current and appropriate technologies.

5. Managing Fiscal Resources

School site or (The National School District) uses fiscal resources effectively to support student achievement.

Emergency Communications Procedures for School Sites

Emergency situations differ both in description and intensity. What they share in common, however, is the need to communicate quickly and effectively in order to protect the safety and welfare of students and staff, bring the emergency situation under control and communicate with all other appropriate parties.

STEPS FOR SCHOOL SITES TO REPORT AN EMERGENCY INVOLVING A THREAT TO PHYSICAL SAFETY:

(Includes major earthquake, fire, bomb threat, suspicious package on site, major gas leak or electrical failure that creates a danger, major flooding, exposure to toxic material(s), explosion, major accident on or adjacent to campus, civil disturbance, criminal or other hostile behavior on campus that could affect personal safety.)

- 1. Call 911** and state the following: **“This is an emergency.”**
 - Provide the following information:
 - The nature of the emergency
 - Your name and position (e.g. “ I am the principal at ...”)
 - Your school site (include the street address)
 - Phone number where you can be reached after this call (preferably a mobile phone)
 - Do not hang up until you are sure no further information is required, unless there is an immediate threat to your own safety.
- 2. Call the District Office (619-336-7700) IMMEDIATELY THEREAFTER** to report the emergency, steps taken thus far and to coordinate further steps.
- 3. Follow existing emergency response procedures.**
- 4. Refer news media calls immediately to the District Office (619-336-7700).**
- 5. When children are not (or no longer) in danger**, assure parents, other primary caregivers that their children are safe and not (or no longer) in any physical danger.
 - As appropriate, emphasize to parents and others that the physical and emotional well being of every student is the number-one priority for every school in the National School District.

Key Audiences

- **Parents/Family/Primary Caregivers**

- PTSO, SSC, DAC, DELAC
- Volunteers
- Engaged Parents
- Other Parents
- ELL Students
- GATE Students
- Special Needs Students
- Grade Levels (PS, TK, KG, 1-6)
- Second Family
- Before/After School Programs
 - WINGS
 - Enrichment
 - Intervention

- **Students**

- ELL
- GATE
- Special Needs
- Student Council
- Grade Levels (PS, TK, KG, 1-6)
- Before/After School Programs
 - WINGS
 - Enrichment
 - Intervention

- **Staff**

- Certificated
 - Classroom Teachers
 - Grade Levels
 - Itinerant Staff
- Classified
 - Clerical
 - Maintenance/Custodial
 - Instructional Assistants
 - Child Nutrition Services
- At Will/Substitutes
- Committees
- Governing Board
- Leadership

- **Community/Partners**

- Elected Officials
 - City Council
 - County Board of Supervisors
 - State Assembly Member(s), State Senator
 - Congressional representative
- National City Chamber of Commerce
- Service Clubs
- Neighborhood Councils
- Businesses
 - Mile of Cars,
 - Walgreens, WalMart, other major employers and retailers
- Citizens
- Senior Citizens
- Paradise Valley Hospital
- Military
- National City Fire Department
- National City Police Department
- Other School Districts
 - Sweetwater Union High School District
- Institutions of Higher Education
 - Southwestern College
- Family Resource Centers
- Olivewood Gardens
- Stein Farm
- CoTA
- Young Audiences
- SDCOE
- Math Grant
- UCSD
- Catholic Charities
- Youth Service Agencies
 - YMCA
 - Boys and Girls Club
 - Junior Achievement
- NCETA
- CSEA

Communications Resources

- **Printed Materials (PM)**
 - Letters
 - Staff Bulletins
 - Calendars
 - Marquee and other signage
 - Strategic Plan Annual Survey
 - Student Badges

- **Telephone-Based (TB)**
 - Individual phone Calls
 - IDAP (Automated Calls)
 - RED – Calls, text, email
 - Mobile Phones
 - Texting
 - Facetime
 - Skype

- **Digital/Online (DO)**
 - Groupwise
 - Peachjar
 - WebEx
 - District Website
 - School Websites – Class Blogs
 - Search Engine Optimization (SEO)
 - You Tube
 - Other video applications
 - Google Drive
 - Quarterly updates
 - Newsletters
 - National Express
 - Strategic Plan Annual Survey
 - Survey Monkey, other online survey tools
 - Wikispaces web hosting service

- **Social Media (SM)**
 - Facebook
 - Edmodo
 - Twitter
 - Instagram

Communications Resources *(continued)*

- **Events/Meetings (EM)**

- Annual Staff Kickoff
- Superintendent Roundtables
- Parent/Teacher Conferences
- Governing Board Meetings
- Social events at school sites
- Individual face-to-face meetings
- Community Involvement

- **News Media Outlets (NMO)**

- News releases and media advisories to community, regional media

National School District Communications Plan Action Steps

(PM=Printed Materials; TB=Telephone-Based; DO=Digital/Online; SM=Social Media;
EM=Events/Meetings; NMO=News Media Outlets)

AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
1. PARENTS/FAMILY/PRIMARY CAREGIVERS		
<ul style="list-style-type: none"> • Engaged Parents <ul style="list-style-type: none"> • PTSO, SSC, DAC, DELAC 	Awards Ceremonies/Assemblies Before- and After School Programs Classroom Events CNS Menus Community Organization Flyers District-Wide Emergencies Family Academic Participation Events Festivals Fundraising Homework IEPs Individual Personal Emergencies Interventions Meeting Agendas/Minutes - Parent groups Middle School Orientation Parent Education/training Parent Group Meetings PTO Events RTI/SST Schedules (Weekly/Monthly) Site Emergencies Site-Based Student Activities Student Discipline Student Progress Reports Superintendent's Update Syllabuses Teacher Conferences Transportation	PM DO SM EM NMO
<ul style="list-style-type: none"> • Other Parents 	Same as Engaged Parents but include	Home Visits

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
1. PARENTS/FAMILY/PRIMARY CAREGIVERS (continued)		
<ul style="list-style-type: none"> • ELL, GATE, Special Needs, Grade Levels 	Same as Engaged Parents	PM DO SM EM NMO Home Visits
<ul style="list-style-type: none"> • Second Family 	Same as Engaged Parents	PM TB DO SM EM
<ul style="list-style-type: none"> • Before/After Programs <ul style="list-style-type: none"> ➤ Enrichment ➤ Intervention 	Same as Engaged Parents	PM TB DO SM EM

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
2. STUDENTS		
<ul style="list-style-type: none"> • ELL 	Data Reports Site/Based Student Activities Syllabus Science Discovery Day Festivals Goal Settings	PM DO SM EM
<ul style="list-style-type: none"> • GATE 	Data Reports Syllabus Science Discovery Day Festivals Site/Based Student Activities	PM DO SM EM
<ul style="list-style-type: none"> • Spec. Needs 	Data Reports Syllabus Science Discovery Day Festivals Site/Based Student Activities IEP Goals	PM DO SM EM
<ul style="list-style-type: none"> • Grade Levels (PS, TK, KG, 1-6) 	Data Reports Sixth Grade Orientation Student Council Syllabus Science Discovery Day Festivals Site/Based Student Activities Student Expectations(academic/behavior) Disaster/Emergency Preparedness	PM DO SM EM
<ul style="list-style-type: none"> • Before/After Programs <ul style="list-style-type: none"> ➤ Enrichment ➤ Intervention 	Schedules Site-Based Events School Facility Expectations Discipline/Behavior Homework Staff/Coach Collaboration	PM DO SM EM

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
3. STAFF		
<ul style="list-style-type: none"> • Certificated <ul style="list-style-type: none"> ➤ Classroom Teachers ➤ Grade Levels ➤ Itinerant Staff 	Master Calendar PD's' Assessments/Academic/Training Staff Back to School Kick Off Negotiations updates Service Club events Young Audiences Williams UCP National Express School Site Event Calendar Student Calendars Cabinet Visits District Emergency Alerts Site Emergency Individual Emergency Committee Meetings Deadlines Student Health Needs Technology alerts and updates Job Postings Annual Notification Packets Employee Handbook Transportation Information Hiring (Principals) Health and Welfare Notices SARB Work Orders/Updates Principal Binders Admin Meetings Weekly Bulletin	PM TB DO SM EM
<ul style="list-style-type: none"> • Certificated <ul style="list-style-type: none"> ➤ Classroom Teachers ➤ Grade Levels ➤ Itinerant Staff 	Staff Meetings Data Reports Before/ After School Program Student Discipline CNS Menus Festivals Field Trips Site Based Student Activities Fundraisers	PM TB DO SM EM

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
3. STAFF (continued)		
<ul style="list-style-type: none"> • Classified <ul style="list-style-type: none"> ➤ Clerical ➤ Maint/Custodial ➤ Inst. Assistants ➤ CNS 	Master Calendar PD's' Assessment/Academic/Training Staff Back to School Kick Off Negotiations updates Service Club events Young Audiences Williams UCP National Express School Site Event Calendar Student Calendars Cabinet Visits District Emergency Alerts Site Emergency Individual Emergency Committee Meetings Deadlines Student Health Needs Payroll Office Binders Health and Welfare Notices SARB	PM TB DO SM EM
<ul style="list-style-type: none"> • Classified <ul style="list-style-type: none"> ➤ Clerical ➤ Maint/Custodial ➤ Inst. Assistants ➤ CNS 	Work Orders/Updates Transportation Information Student Discipline CNS Menus Festivals Field Trips Site Based Student Activities Fundraisers Employee Handbooks	PM TB DO SM EM
<ul style="list-style-type: none"> • At Will/Substitutes 	Substitute Updates RED How to Access District Information Instruction	Lesson Plans TB DO SM EM

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
3. STAFF (continued)		
<ul style="list-style-type: none"> • Committees 	Meetings Minutes Schedules	PM TB DO SM EM
<ul style="list-style-type: none"> • Governing Board 	WAR (Weekly Activities Report) School Emergencies School/District Events Invitations for School Visits Board Reports Site Monthly Presentations	PM TB DO SM EM
<ul style="list-style-type: none"> • Leadership 	All of the Above	PM TB DO SM EM

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
4. COMMUNITY/PARTNERS		
<ul style="list-style-type: none"> • Elected Officials <ul style="list-style-type: none"> ➤ City Council ➤ Mayor ➤ Board of Supervisors ➤ State Legislators ➤ Congress Member 	Safe Routes to Schools Shared-Facility Issues Bond Election Information	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • N.C. Chamber of Commerce 	Festivals Field Trips Fundraisers SARC Bond Information LCAP Student Achievement District/School Awards	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • Service Clubs, Neighborhood Councils, Businesses 	Community Needs School Donation Requests	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • NC Citizens 	Service Clubs Organizations and Events Request for Community Support Emergencies Festivals Field Trips Fundraisers SARC Bond Information LCAP Student Achievement District/School Awards	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • Senior Citizens 	Volunteer Opportunities Bond Education	PM TB DO SM EM NMO

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
4. COMMUNITY/PARTNERS (continued)		
<ul style="list-style-type: none"> • Military 	As appropriate	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • N.C. Fire Department 	Student Discipline Safety Plan	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • N.C. Police Department 	Student Neglect Student Discipline Student Education Safety Plan	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • Other Districts <ul style="list-style-type: none"> ➤ SUHSD 	Incoming 7th grade info Collaborative Projects Community Service Volunteers	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • Inst. of Higher Ed. <ul style="list-style-type: none"> ➤ SWC ➤ UCSD ➤ SDSU 	Mentor Program CTA Program Student Teachers Request for Facilities Use Partnerships Prof Development Support	PM TB DO SM EM NMO
<ul style="list-style-type: none"> • Family Resource Centers 	Needs for Services	PM TB DO SM EM

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
4. COMMUNITY/PARTNERS (continued)		
• Olivewood Gardens	Field Trips PD for teachers	PM TB DO SM EM
• Stein Farm	Field Trips PD for teachers	PM TB DO SM EM
• CoTA	Scheduling Visits	PM TB DO SM EM
• Young Audiences	Coordinate Schedules	PM TB DO SM EM
• SDCOE	PD for Staff Facility Use Emergency Planning Needs	PM TB DO SM EM
• Catholic Charities	Request for Volunteers	PM TB DO SM EM NMO
• Youth Service Agencies ➤ YMCA ➤ Boys & Girls Club ➤ Jr. Achievement	Needs for Student Programs	PM TB DO SM EM NMO

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AUDIENCE	TOPIC(S)	DELIVERY RESOURCE(S)
4. COMMUNITY/PARTNERS (continued)		
<ul style="list-style-type: none"> • NCETA (move to certificated staff) 	Negotiations District Events	PM TB DO SM EM
<ul style="list-style-type: none"> • CSEA • (Move to Classified Staff) 	Negotiations District Events	PM TB DO SM EM

Addenda and Updates