

**Peace Valley Charter School School Communication Plan -  
Full Implementation by the beginning of February 2019**

The dissemination, collection and general transfer of information for a school and its stakeholders is critical for overall effectiveness. Through parent feedback received both formally and informally, it is evident that Peace Valley Charter School needs to make some calculated adjustments in how it communicates, especially with families.

Below are few ways this will be accomplished:

**Weekly Updates**

An email (or message sent via Infinite Campus) will be sent weekly on Wednesday afternoons by 4 pm. Submissions for this Weekly Update will be submitted through an online form on the school website no later than Tuesday at 9 am in order to make the Weekly Update. Submissions can be sent by parents, faculty, community members and students. These submissions could be for, but not limited to, volunteer opportunities, general news or events. All submissions will go through an approval process before being added to the Weekly Update.

**Website Improvements**

Additional pages/sections will be added to the website in order to better collect questions from the families and community. This communication page will have specific email addresses where questions should be sent for the quickest response. There will also be an FAQ section on this page of the website for reference.

**Calling Post**

This service can be used for a multitude of reasons to disseminate information quickly and effectively. This will be used primarily for text messaging and mass-voice messages. It is a “one-to-many messaging” system that will be used sparingly to get out timely information with limited characters. Examples for utilizing this form of messaging would be for inclement weather updates and event reminders. A way to “opt-in” to this messaging system will be sent soon.

**Facebook**

This form of social media can be used to connect, by those in the community that choose to use it. Special events can be posted here but never exclusively. All events posted here should also be found on the school website. Questions between families should be more relational in nature and avoid operational inquiries about the school. These should be directed to the appropriate email addresses. The Peace Valley Charter School Facebook pages could be moderated by a member of the Family Council who would be willing to connect operational questions to the correct spot on the website or email address.

## **Monthly Newsletters**

A digital monthly newsletter will come out by the end of the first full week in each month. This newsletter will provide valuable Waldorf-specific resources and details around upcoming events. It will also include a variety of information that might take a “sneak-peek” into a classroom to highlight some of the wonderful lessons the students are experiencing. Volunteers, faculty, staff, community members or students could also be highlighted in some way.

## **Classroom Specific Messages**

Teachers will send classroom-specific messages (via email or Infinite Campus), that may include important curricular details, events and any other information that is tailored to their classroom. Other classroom specific needs can also be shared in this way through the teacher.

## **Flyers/Forms via Student Backpacks**

As needed, flyers or forms can be sent home with students in their backpacks on either Tuesdays or Thursdays. An e-message will be sent home on the day these are sent out to alert parents and guardians to be looking for their arrival.