

Washougal School District 112-6

Executive Responsibilities 12 – Communications with the Public

Board Review Date: October 8, 2024

<b>The Superintendent shall be responsible for communicating with the community and staff to ensure they are kept informed about critical district issues</b>			
Superintendent Will:	Evidence Requested	Board Notes	In Compliance
<b>Develop and maintain an open two-way dialog with district stakeholders including:</b> a. parents and students b. business, education, and civic groups c. real estate professionals d. district staff	<ul style="list-style-type: none"> <li>● Support planned dialog opportunities with stakeholders, board listening tour, strategic plan input at school sites and in community</li> <li>● Facebook &amp; website updates on weekly basis</li> <li>● Student Advisory Groups at the High School and student representatives to the board</li> <li>● ParentSquare communications for emerging issues</li> <li>● ParentSquare updates and newsletters, featuring good news and helpful information in bi-weekly format</li> <li>● Outreach to boosters, civic, and business leaders</li> <li>● Publish bi-weekly staff message with appreciation, news, and opportunities to connect</li> </ul>		X
<b>Prepare and publish timely and newsworthy information about the district that includes:</b> a. prepare a quarterly newsletter with annual report data that includes student performance, district goals and strategies, and district budget information b. press releases to local and regional media	<ul style="list-style-type: none"> <li>● Semi-annual newsletters mailed to all Washougal residents and posted to website including annual progress information</li> <li>● District budget information is published to the district website, including ASB information</li> <li>● Highlight informational materials focused on levy accomplishments including print, video, images, and press releases</li> <li>● District stories are published in media, Facebook, Instagram, and on website</li> </ul>		X
<b>Be visible and accessible in the schools and community, including:</b> a. visit classrooms and schools on a regular basis to gain insight on curricular initiatives and challenges b. regular attendance at school performances and extra-curricular activities	<ul style="list-style-type: none"> <li>● Overview of site visits, community events, and school functions shared with board during superintendent's report</li> <li>● Take telephone calls, respond to email, and drop-in visits by community members, parents, and staff</li> <li>● Attend athletic and extracurricular activities and student performances throughout the school year</li> </ul>		X

<p>c. maintain a presence at community events d. open door policy for patrons, parents, and staff</p>	<ul style="list-style-type: none"><li>● Participate in Rotary, Chamber of Commerce, WSF, and Community Chest meetings</li><li>● Be visible and accessible to the community via shopping at local business/stores, participating in community events like the Stride Run and ReFuel Washougal.</li></ul>		
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