

Communications Plan – Saratoga Union School District Advisory Committee Application

Problem/Opportunity:

Encourage a wide diversity of participation on the district’s Survey Advisory Committee.

Situation Analysis:

SUSD is interested in obtaining the input of a Survey Advisory Committee to ensure that the survey they send out regarding the district’s weekday schedule is fair and representative.

Objective	Messages	Tactics/Tools	Timeline
<p>A minimum of 2 applications submitted online or in person from potential participants that bring a variety of perspectives, including elementary/secondary parent, community member/non-parent, pro schedule change/against schedule change.</p>	<p>SUSD implemented an early out Wednesday at the beginning of the school year</p> <p>In an effort to obtain and understand community feedback on the schedule change, SUSD will be conducting a community survey</p> <p>SUSD would like to invite members of the community to participate in guiding the survey’s development</p> <p>Potential participants can access the application online, in their child’s school office, or at the district office</p>	<p>Place the application on the district web site in multiple languages with links from the home page and school pages.</p> <p>Utilize current email/enewsletter systems to send the application out to existing parent contacts.</p> <p>Provide memo of introductory language and potential communication tools to school principals so they can send out to school email lists, etc.</p> <p>Develop small “blurbs” about the application for school use in newsletters, school signage, and with other effective campus-level communication tools/classroom newsletters</p> <p>Provide printed copies of the application in multiple languages to all school offices (pdf)</p> <p>Develop an automated call script in multiple languages that can be sent out at the district and/or school level</p>	<p>January 27, 2014</p>

