



Communication Plan Overview Presentation

Jonathan Hart, Ph.D. Superintendent of Schools
August 20, 2024 Board of Education Meeting

Agenda

- ▷ Background
- ▷ Data
- ▷ Goals
- ▷ Timeline

1.

Background

Background

- The Haddon Township School District - Communications Consortium conducted a review of district communications practices.
- Purpose - Seek to evaluate, enhance, and refine communication methods and practices.
- A review of existing communication channels was conducted.
- Feedback received through a survey shared with parents, employees and community members as well as a series of focus groups.
- Goals were recommended and discussed.

2. Data

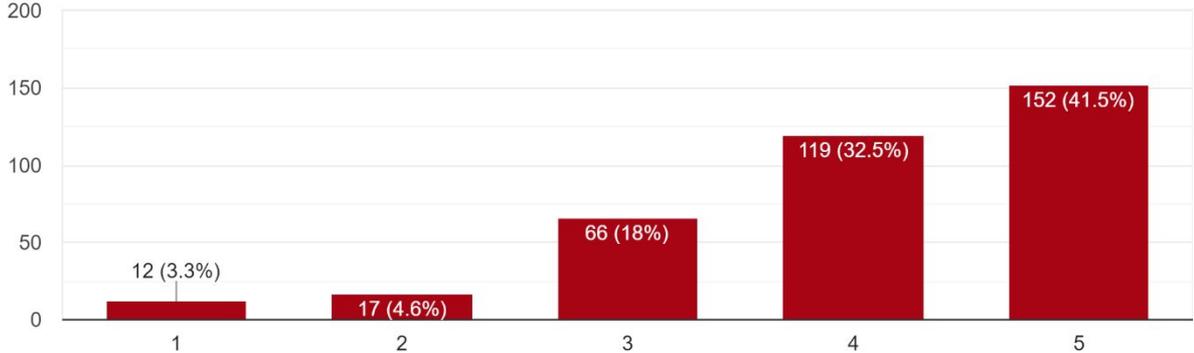
Data

- Data was collected via surveys and focus groups.
- School and District Level data were collected.
- All data charts are ranked on a scale of 1-5 with 5 being the highest.

Data - School

On a scale of 1-5 (highest), please rate your satisfaction with existing communications at the SCHOOL level.

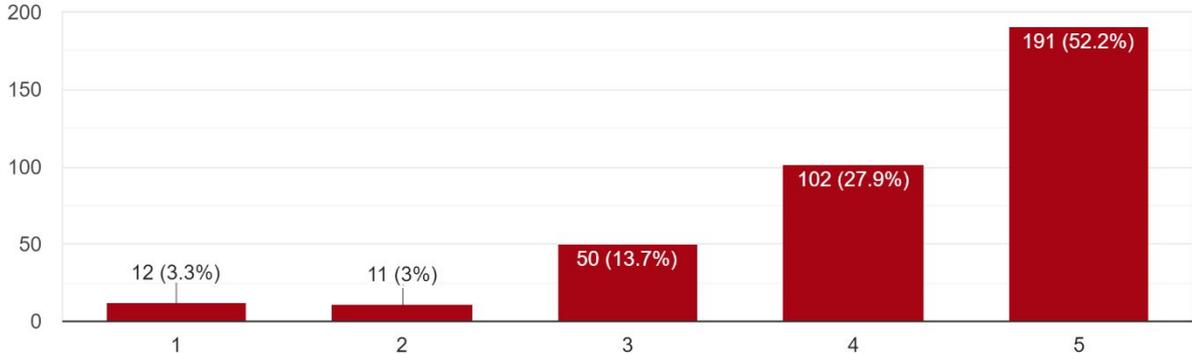
366 responses



Data - School

On a scale of 1-5, please rate your satisfaction with the ACCURACY of the communications you receive from the SCHOOL.

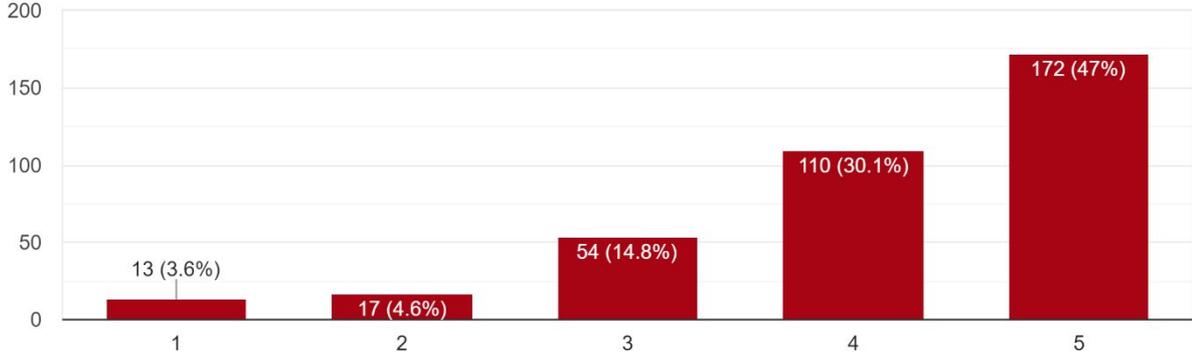
366 responses



Data - School

On a scale of 1-5, please rate your satisfaction with the CLARITY of the communications you receive from the SCHOOL.

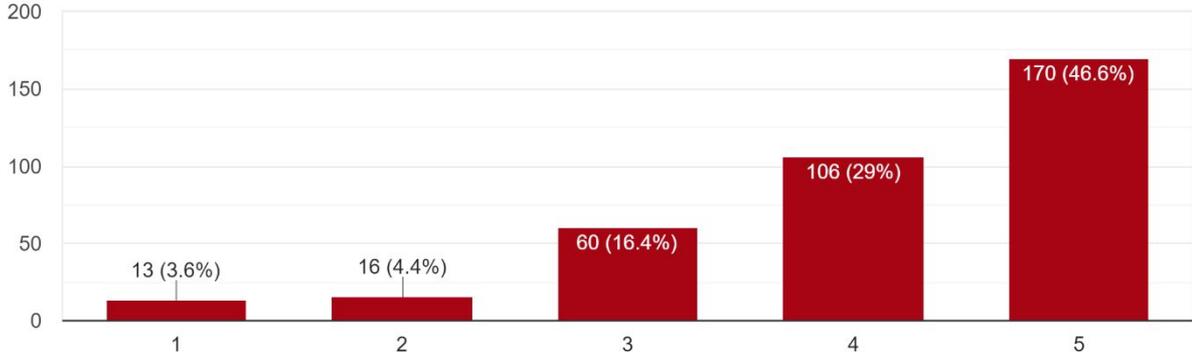
366 responses



Data - School

On a scale of 1-5, please rate your satisfaction with the QUALITY of the communications you receive from the SCHOOL.

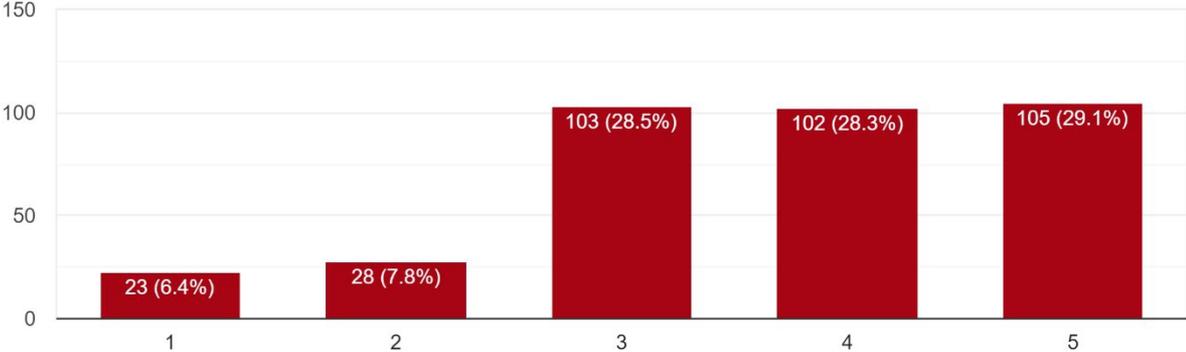
365 responses



Data - District

On a scale of 1-5 (highest), please rate your satisfaction with existing communications at the DISTRICT/BOARD level.

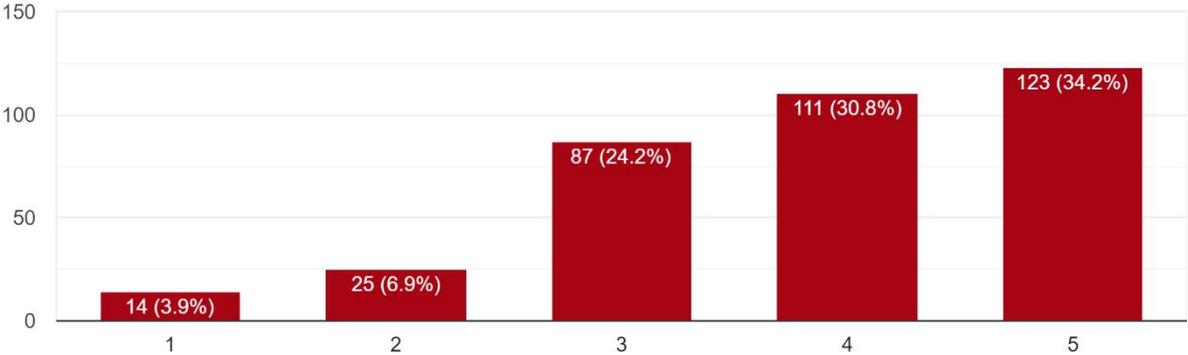
361 responses



Data - District

On a scale of 1-5, please rate your satisfaction with the ACCURACY of the communications you receive from the DISTRICT/BOARD.

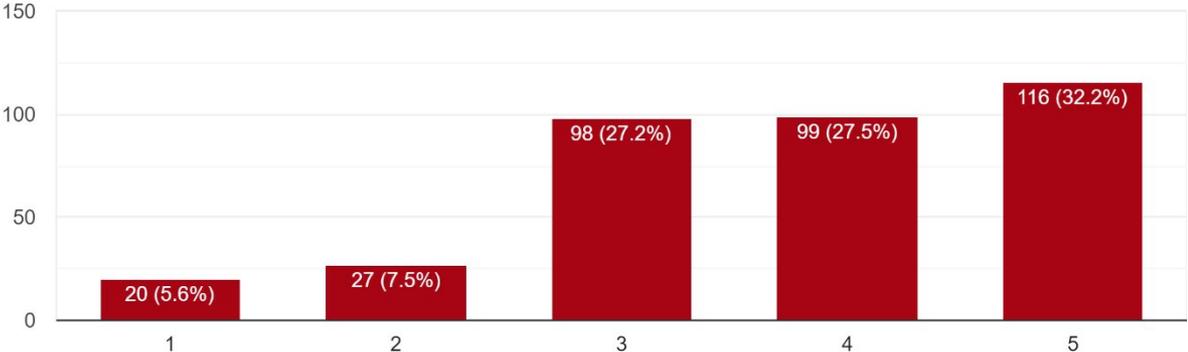
360 responses



Data - District

On a scale of 1-5, please rate your satisfaction with the CLARITY of the communications you receive from the DISTRICT/BOARD.

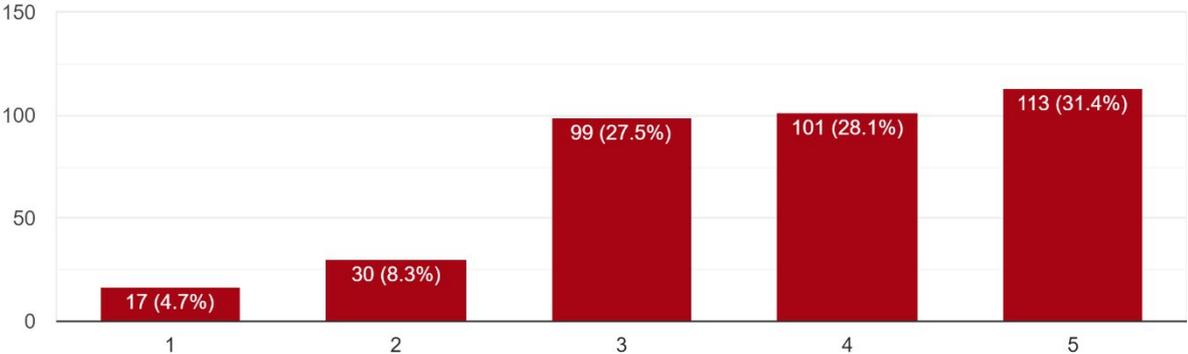
360 responses



Data - District

On a scale of 1-5, please rate your satisfaction with the QUALITY of the communications you receive from the DISTRICT/BOARD.

360 responses



Data - Focus Groups

In April and May 2024, nine focus groups were conducted in-person and virtually.

Strengths

- The schools/district utilize numerous methods to communicate with stakeholders.
- Readington teachers and administrators care deeply about creating a warm and welcoming school environment for all students and their families.
- There is a strong interest at all school/district/board level to involve parents and community members in school activities and initiatives.

Opportunities

- An opportunity exists to identify more efficient communication tools.
- Due to limited methods for news sharing with the general public, an opportunity exists to create more awareness about the school/district/board with community members who aren't employed in the schools or have children enrolled.
- An opportunity exists to streamline internal communication practices within and between departments and schools.

3. Goals

Goals

GOAL 1: Increase awareness of school district activities and initiatives with all stakeholder groups.

GOAL 2: Utilize communication methods to ensure clear, consistent, and accessible communication across all channels.

GOAL 3: Continue to build and maintain a positive, inclusive, and supportive school culture.

4. Implementation

Implementation

WHO: Responsibilities will be delegate between the superintendent, administrative team, and communications consultant.

WHEN: One to three years for full implementation.

HOW: Objectives and action steps will be completed based on capacity, available financial resources and changing priorities.

Implementation (con't)

Referendum Planning: Goals 1 & 2 have objectives related to referendum planning.

These include:

- Establishing standard operating procedures for communicating initiatives.
- Developing a public relations plan.
- Hosting Key Communicators and Open Forum Sessions.
- Increasing accessibility for all communications

Continued Collaboration with HTSD Communications Consortium: To achieve our implementation goals and referendum communications we plan to continue collaboration with the consortium.

Thanks!

Any questions?

You can find me at:

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