



Walla Walla Public Schools
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 Mick Miller, Superintendent

Standards Based Grading & Reporting

Communications Plan Management Document

2011-2012

Community Outreach – Phase One (2011-2012)

Goal 1: Educate Community and parents on the Standards Based policy

Strategies	Tactics	Accountability	Evidence of Achievement	Timeline
Make the policy visible and easy to understand for parents and community members	Post policy on the web site (district and schools)	Mark Higgins and school web content managers	Task is completed	Fall 2011
	Include policy statement in Community and school newsletters (annually)	Mark Higgins and school newsletters	Community surveys	Fall 2011
	Media: Seek media coverage on the new policy	Mark Higgins	Number of media stories produced	2011-12 school year
	Include statement in parent/student handbooks	Mark Higgins and Building Principals	Task is completed	2012-13 handbooks
	Social Media: Include policy information on district Facebook and Twitter pages	Mark Higgins	Study how many hits are on the page. Also study input from comments	2011-12 school year
	Telephone All Call message to parents alerting them to the new policy and where they can find it	Building principals	Task is completed	Fall 2011
	Include information at school activities: Back to school nights, conferences, open house, family nights	Building principals	Number of participants at events. Survey parents to find out if they have read the policy and know where to find it.	2011-12 school year
	Send home letter to parents about the policy and where they can find information	Building principal	Task is completed. Survey parents	Fall 2011

	Produce flyers, brochures and posters on the new policy to distribute to parents and community members	Mark Higgins	Task is completed and distribution is wide	2011-12 school year
Publish roll-out concept and schedule	Post roll out timeline on the district and school websites, social media pages, handbooks, publications and at school activities	Mark Higgins and Building principals	Task is completed	2011-12 school year

Staff Outreach – Phase One (2011-2012)

Goal 2: Educate Staff on the Standards Based policy

Strategies	Tactics	Accountability	Evidence of Achievement	Timeline
Make the policy visible and easy to understand for parents and community members	Post policy on the web site (district and schools)	Mark Higgins and school web content managers	Task is completed	Fall 2011
	Include policy statement in staff newsletters (annually)	School secretaries	Task is completed	Fall 2011
	Review policy at staff meetings	Building Principals	Survey staff to make sure they know where the policy is and that they understand it	2011-12 school year
	Include statement in staff handbooks	Building Principals, Personnel	Task is completed	2012-13 staff handbooks
	Social Media: Include policy information on district Facebook and Twitter pages	Mark Higgins	Study how many hits are on the page. Also study input from comments	2011-12 school year
	Create flyers, brochures and posters on the policy and distribute to staff	Mark Higgins w/ support from Building secretaries	Task is completed and they are distributed to all staff	2011-12 school year
Publish roll-out concept and schedule to staff	Post roll out timeline on the district and school websites, social media pages, handbooks, publications and at school activities	Mark Higgins and Building principals	Task is completed	2011-12 school year
	Talk to staff about roll out schedule during staff meetings and collaboration sessions	Building principals	Survey staff to make sure they understand schedule	2011-12 school year