

**Oyster River Cooperative School District**

**WORKSHOP MEETING – Amy Sterndale Presentation**

**June 8, 2022**

**ORHS Library**

**7:00 PM**

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**I. CALL TO ORDER (7:00 PM)**

**II. DISCUSSION ITEM:**

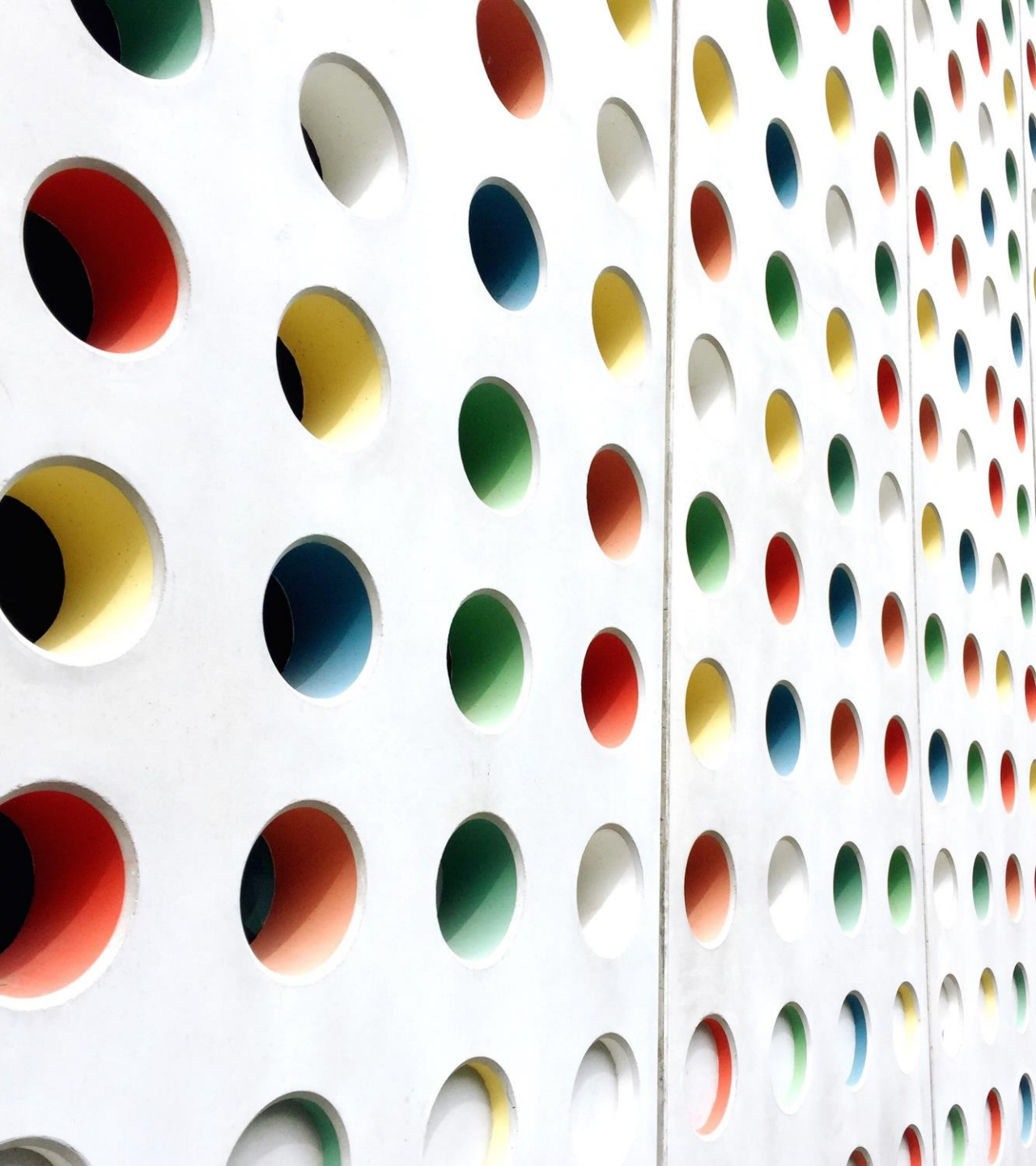
- Communications
- Closing Comments

**III. ADJOURNMENT:**

**The School Board reserves the right to take action on any item on the agenda.**

**Respectfully submitted,**

**Superintendent**



# Communicating at ORCSD

## Input to Action ORCSD Board Presentation

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AMY STERNDALÉ, JUNE 8, 2022

# Agenda

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01

REVIEW 2021  
COMMUNICATIONS  
WORKSHOP

02

REVIEW FALL  
2021  
COMMUNICATIONS  
SURVEY RESULTS.

03

NEXT STEPS:  
A PROPOSAL AND  
A DISCUSSION

# 2019-2020 ORCSD Board Goal #2: Communications

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1

1. Create common expectations related to formatting and content of news and provide training for those designated at all levels to adhere to those guidelines.



2

2. Ensure ORCSD Web Page is the hub for district news



3

3. Review & Update Board Policies and create engaging content

# Workgroup Members

## Staff and Administration:

Jon Bromley as a teacher;

Todd Allen as Assistant Superintendent,

Josh Olstad as Technology Director,

Susan Leifer as Technology Integrator/teacher,

Misty Lowe as MW Principal

Jim Morse as Superintendent

Board Members: Dan Klein

Michael Williams

Parents/Communications Professionals:

Holy Stark

Millissa Gass

Tom Elliott

Amy Sterndale

Themes: Organizational Framework/Concepts

Centralized Hub for Information (10)	Consistency and Clarity of Content (10)	Admin-Board-Community Interactions (10)	Soliciting of Input and Tapping of Community Resources (3)	Admin-Classroom-Community Interactions (0)
Improve website organization (10)	Create ORCSD House Style guide and training (10)	Address board meeting viewing-YouTube/Livestream (9)	Create pathways for teacher and staff voices (7)	Public relations - create better balance of positive and less positive news stories (11)
Create a centralized communications hub (9)	Maintain website more consistently (9)	Address unrealistic expectations for immediate communications (7)	Surveys - improve quality and UX to avoid more questions than answers (8)	Time taken to communicate that work is being done can take away from doing the work. (5)
Create a district wide centralized calendar (3)	Implement best practices: communications from Admin, Building, and Classroom (7)	Address the challenge to answer all requests for information (2)	Create more community forums (8)	Improve communications about student work (3)
Address less or non-digital community's communication needs (ex: paper, readability) (0)	Train all communicators in best practices for RSA91-A Right to Know, FERPA, ADA (8)	Moderate Social Media to reduce rumors, misinformation and toxic attacks. (2)	Be sure majority drives decisions, not loudest voices (2)	Keep larger Oyster River community engaged (2)
Create central guide to help community find information wherever it lives (0)	Offer multi-modal communication channels (5)	Challenge injunction limits board communication (2)	Invite more parent/community engagement (1)	Connect messaging that goes to registered families with communications to non-registered families(1)
	Organize long communications for different readers (3)		Recruit community members to help monitor social media	
	Streamline communication containing multiple messages by sending executive summary with hyperlink to full, detailed			
	Create more reminders for important communications (1)			
	Be clear in all communications - define any new terms (1)			
	Reduce communication irrelevant to audience			
	Vet communications for clarity			
	Analyze workflows for routine communication. Identify opportunities to			

Workshop—  
Identified  
Priorities: How  
to build  
credibility, trust,  
and  
understanding

- ❑ **Ensure that communications are in service of the good work being done and that the effort required to do so doesn't burden the people doing said work.**
- ❑ Utilize best practices in mode, message, and cadence
- ❑ Communications that are easy to find & understand
- ❑ Utilize local talent and expertise

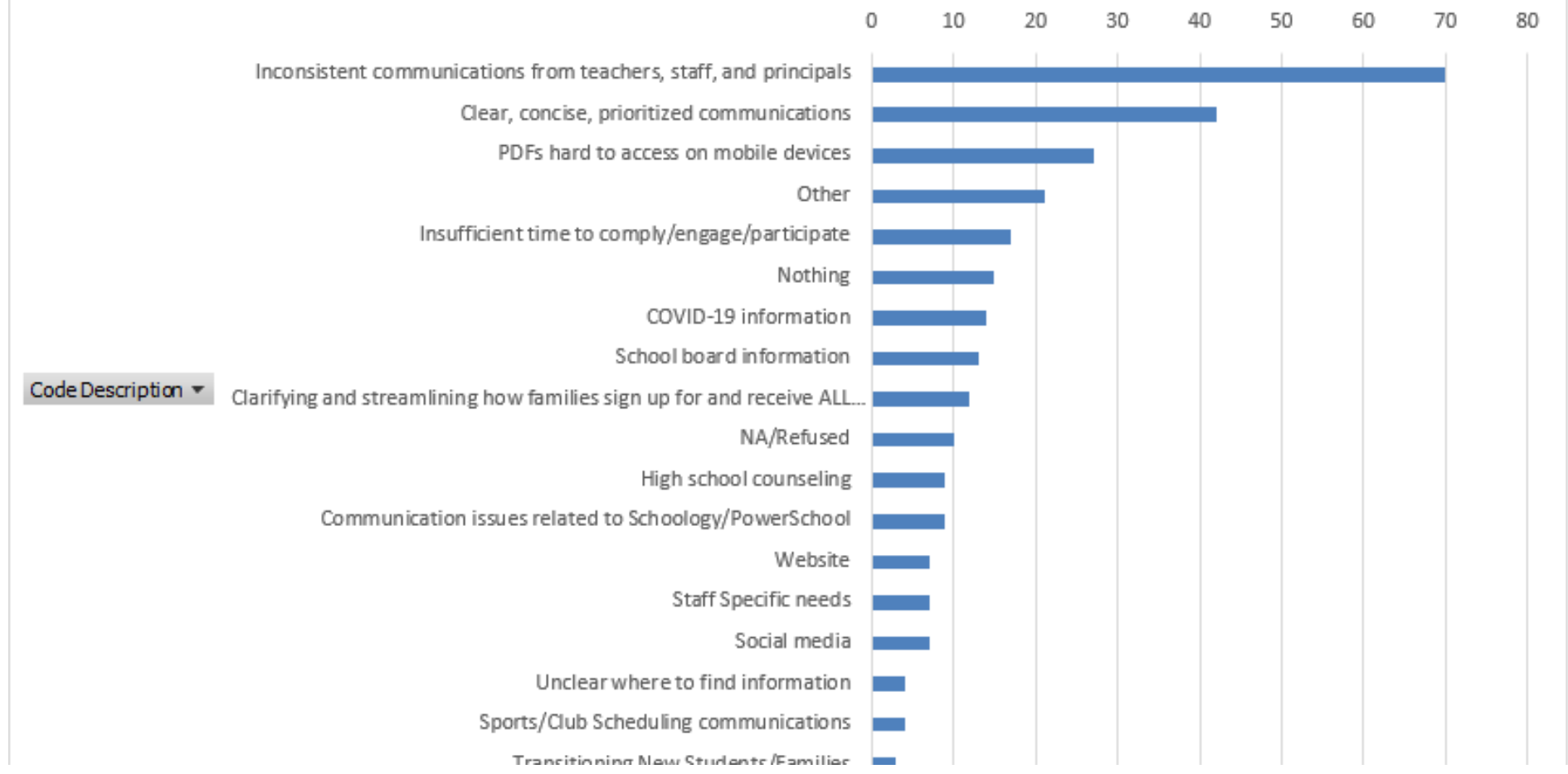
# 2021 Communications Survey Results

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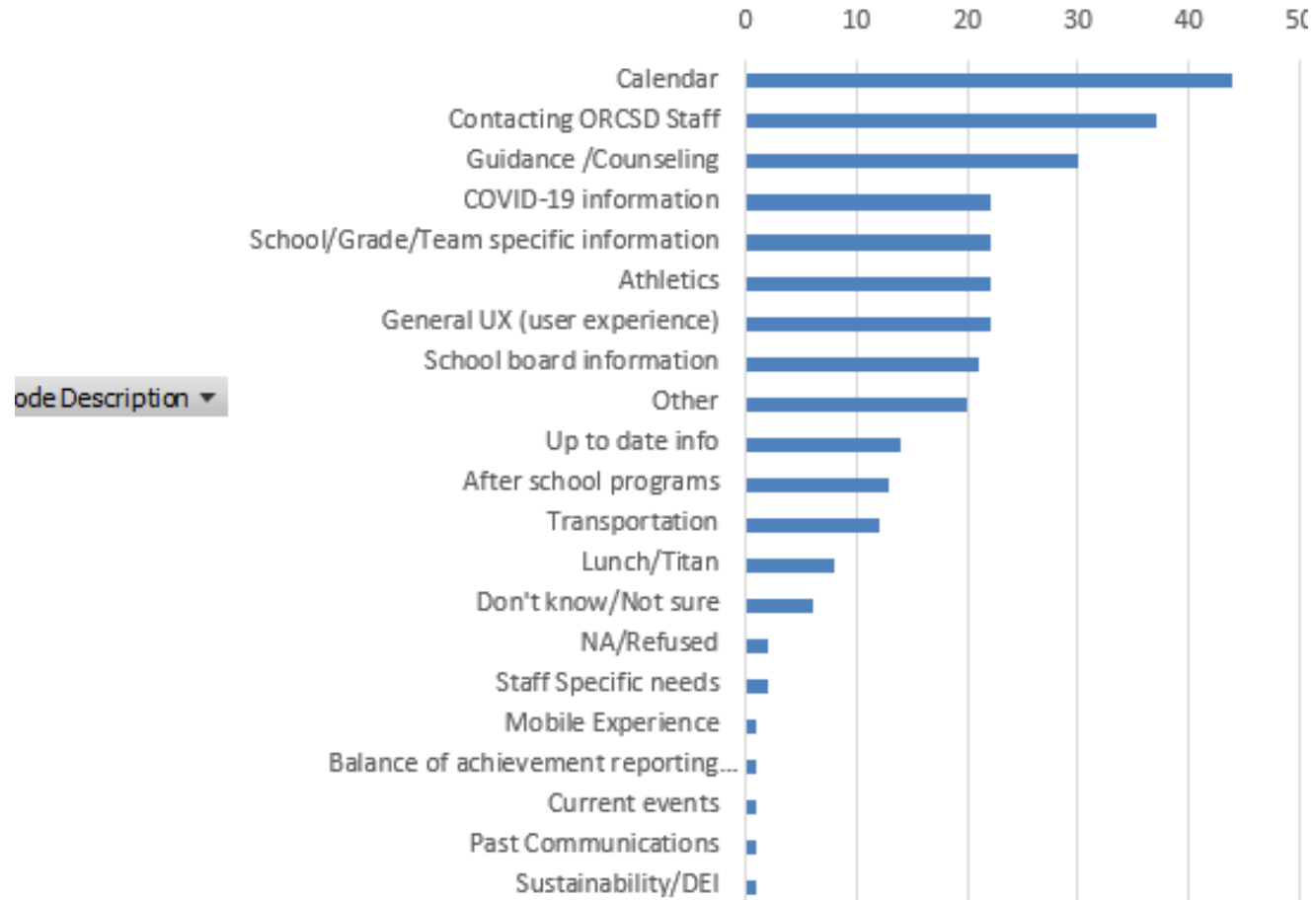




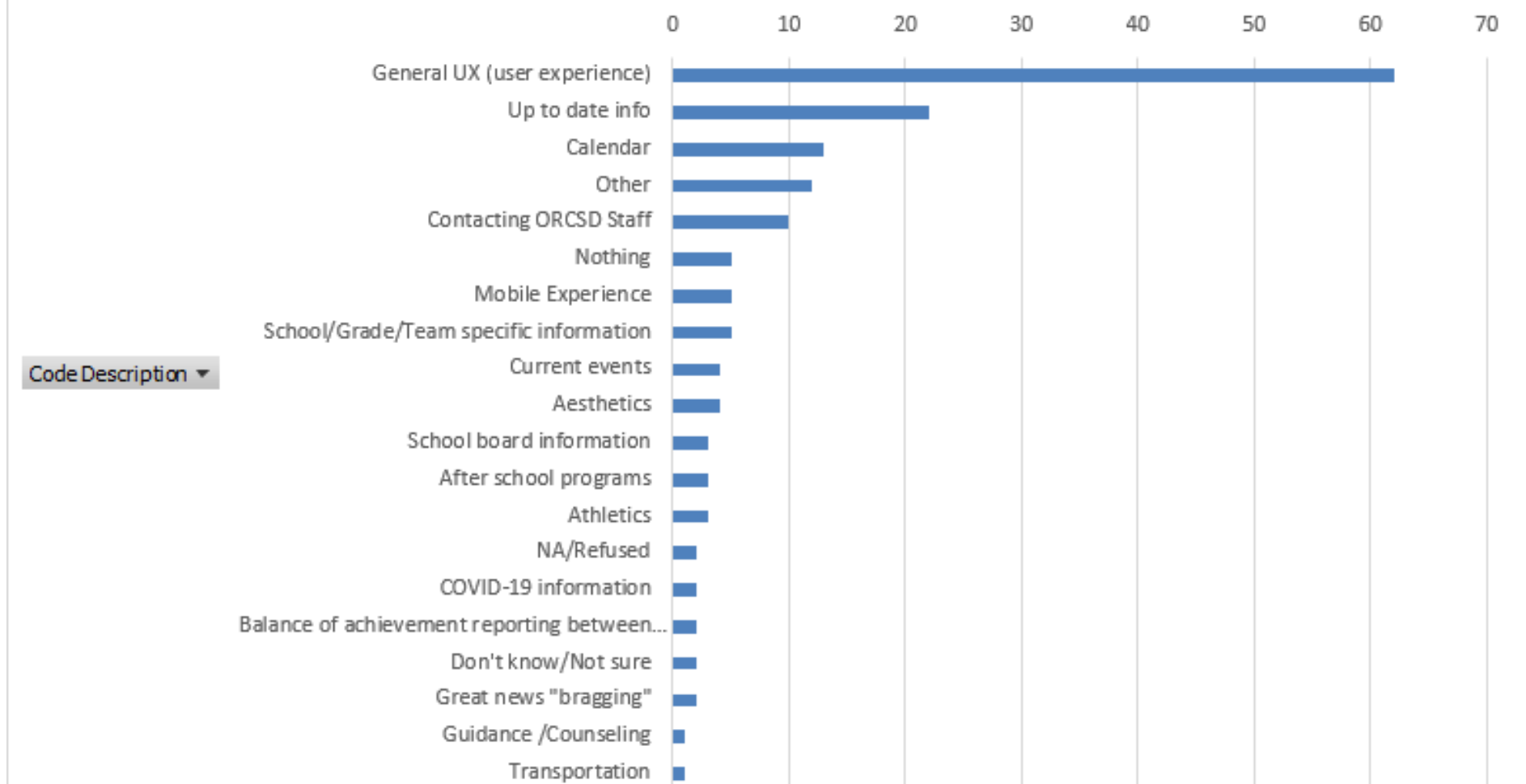
### Q13: What, if anything, do you consider to be the biggest weakness with communications from ORCSD?



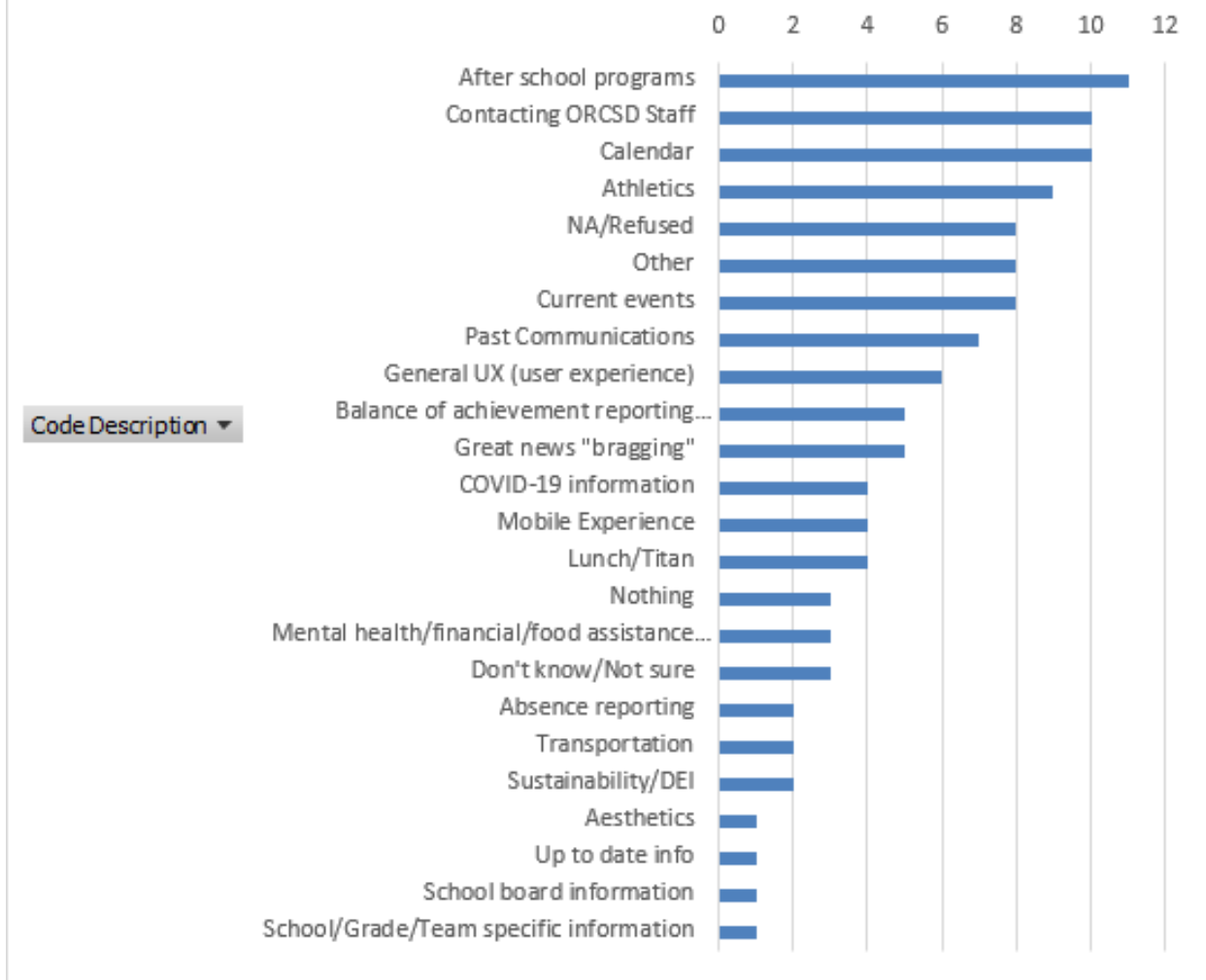
Q17: What types of information did you have difficulty finding on the ORCSD website?



### Q19: What, if anything, would you like to see improved on the website?



### Q20: What, if anything, would you like to see included on the website that is not currently there?



# Summary

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# Proposed Communications Goals

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All members of the ORCSD community can access up-to-date information they're looking for at every level, from administration to classroom or team and in a mode that best reaches the user

By using best practices in communications staff will reduce the amount of time communicating, not increase it.

**Better Communications =  
Less Work and Increased  
Engagement**

# Who Owns It?

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CHECK THE BOX



SPEED



TRAINING



# Website

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# Hire a Communications Manager

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Centralized  
Communications  
Hub

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Emails

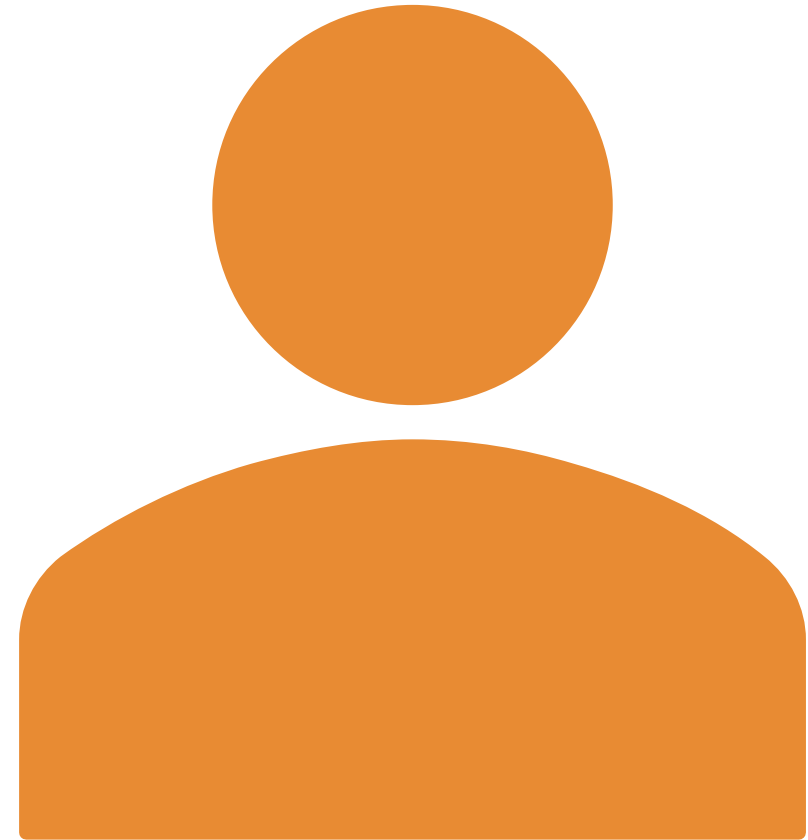


# Calendars



# Counselors

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The background is a dark, grainy, monochromatic image of a basketball court floor. The white lines of the court, including the three-point arc and the key, are visible against the dark surface. The lighting is somewhat uneven, with the lines appearing brighter in some areas.

Athletics

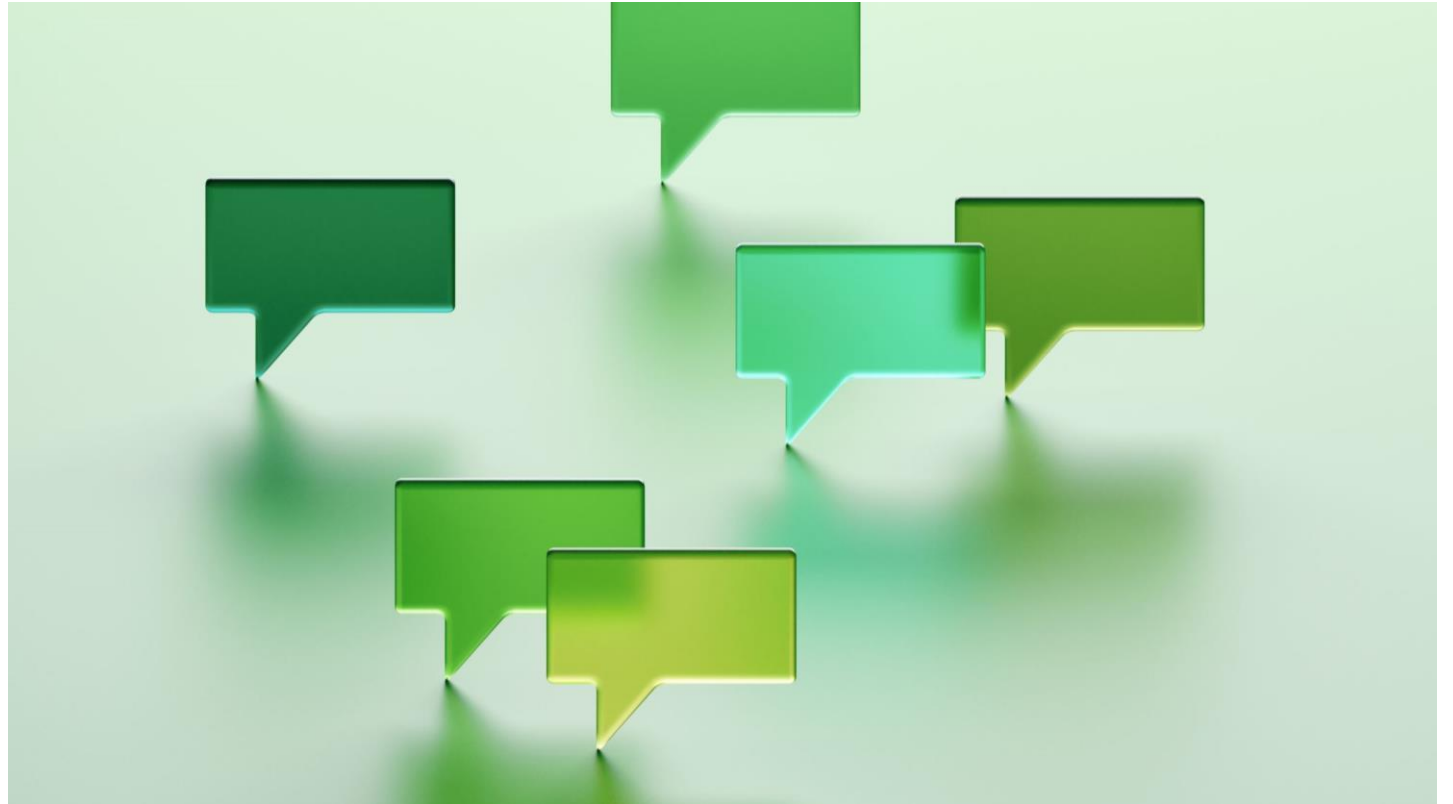


# Communications Think Tank

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# Social Media

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- Who
  - What
  - Where
  - Why
  - How

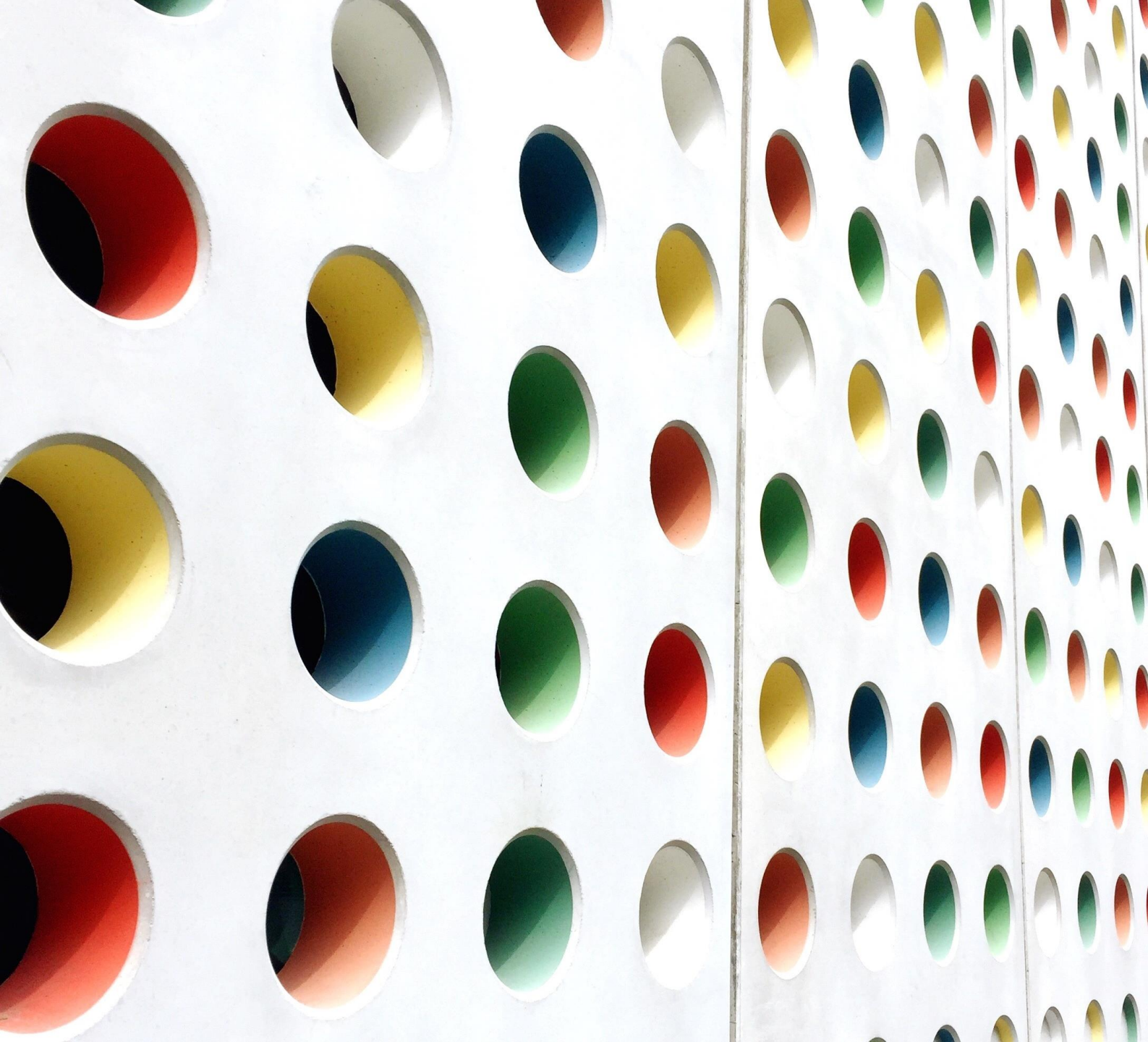




# Handbook

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# Discussion

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