

OYSTER RIVER COOPERATIVE SCHOOL BOARD	Policy Code: EG-R
Policy Review: February 9, 2023 School Board Review: February 15, 2023 School Board Second Read/Adoption: March 1, 2023	Page 1 of 1 Category: Recommended

District Communication Plan

The Oyster River Cooperative School Board’s objective is to improve internal and external communications by providing clarity and consistency in school communications amongst stakeholders. The District will have the Superintendent or designee prepare a Communications Plan that addresses at least the following:

1. Plan goals and general provisions - identifies the general goals of the Plan, identifies the multiple audiences/recipients of District communication, and identifies the available methods and modes of communication with some consideration of the pros and cons of each.
2. Implementation – describes how components of the Plan will be implemented and will specify which staff members are responsible.
3. Communication to Internal Stakeholders – describes how to best communicate general or specific information to staff, students, and volunteers.
4. Communication to External Stakeholders – describes how to best communicate with external stakeholders (i.e., parents, the community, parent groups, other districts, etc.).
5. Crisis Communications Plan – coordinates the Communication Plan to the relevant provisions of the District Crisis Prevention and Response Plan and site-specific Emergency Operations Plans prepared under Board policy EBCA, including staff responsibilities, training requirements, communication tools, media plans, and message-specific templates.
6. School Cancellations - outlines protocols for communicating a school day cancellation, delay, or early release due to inclement weather or other emergency reasons as provided by Board policy EBCD.
7. Off-campus School activities - outlines how to best communicate incidents or emergencies that occur while students are off campus on field trips or travel sporting events (i.e., anywhere that students are transported by the District).
8. Recommendations - outlines suggestions and recommendations relating to infrastructure or resources for future improvements to communication channels.
9. Other - Such other information, recommendation and provisions the [Superintendent, deemed appropriate.

Cross References:

- Policy EG – District Communication Plan
- Policy BHC – Board-Employee Communication
- Policy EBCA – Emergency Plans
- Policy EBCD – Emergency Closing
- Policy IJO – School, Family and Community Partnership
- Policy JRB – Confidential Student Information
- Policy KD – School District Social Media Website/Platform
- Policy KEB – Public Complaints about School Personnel, Employees, Students or Administration to the Board