**Enumclaw School District**  
**DISTRICT STAFF / COMMUNITY RELATIONS PLAN**  
**2008-09**

Building/Department: DISTRICT STAFF / COMMUNITY RELATIONS  
Update: March, 2009

Target Area: STAFF / COMMUNITY RELATIONS

**IMPROVEMENT GOAL:** Develop strategies and activities to engage staff and community members into the events and activities of our school district.

**STRATEGY:** Constantly strive for ways to communicate information about our system, develop outreach and receive feedback from staff, students, and community members.

<table>
<thead>
<tr>
<th>LEARNING TARGET</th>
<th>IMPROVEMENT ACTIVITIES</th>
<th>TIMELINE</th>
<th>WHO IS RESPONSIBLE?</th>
<th>RESOURCES NEEDED</th>
<th>PROFESSIONAL DEVELOPMENT</th>
<th>MONITORING PROGRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the learning objectives of this activity?</td>
<td>What programs or initiatives will occur?</td>
<td>When will this activity begin and end?</td>
<td>Who will provide the leadership for this activity?</td>
<td>What are the existing and/or new resources that will be used to accomplish this activity?</td>
<td>How will staff acquire the necessary skills and attitudes to implement this activity?</td>
<td>What ongoing FORMATIVE evidence will be gathered to show this activity is making a difference in student learning?</td>
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</tbody>
</table>

**Broad based communication to all staff about events & progress of Enumclaw School District (Internal Communication)**
- Sunday Evening News – all staff
- Regular explanation to staff on major incidents
- Public Relations Facilitator Team
- First Class Email

- Weekly
- Daily
- Monthly
- 24/7

- Mike
- Mike or as related
- Mike
- Technology

- N/A

- Email & in-person responses

**Broad based communication to all parents and community members about events & progress of Enumclaw School District (External Communication)**
- Community Newsletter embedded in Courier Herald
- Superintendent Update on Enumclaw City TV

- Monthly
- Monthly

- Chad/Mike/Diana
- Mike

- N/A

- Email & in-person responses
- Specific feedback on communication in Connection
**PROCEDURES FOR EVALUATING SUCCESS IN REACHING THIS GOAL:**
What SUMMATIVE evidence will be used to show this work is making a difference in student learning?

The climate survey will give us system-wide data that will determine areas of success and areas for growth. The areas of growth will be reviewed and a plan developed.