Example Communication Strategies Include:

**District-Level Communication Process**

*Use this flowchart based on results of the Decision Making Process Flowchart*

- **Message**: Determine purpose and content of the message.
- **Audience**: Determine/prioritize target group(s): staff, parents, students, BOE, etc.
- **Sender**: Determine responsibility: Division, Dept., Task Force, Comm., etc.
- **Priority**: Determine priority & timeline based on concept conditions: High, Medium, Low
- **Feedback**: If collected, incorporate feedback from Decision Making Process Flowchart

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**All Audiences**
- Email
- Web/Social Media
- Ads
- Media
- Fact sheets/brochures
- Brochures
- Meetings/Events

**Staff**
- BOE newsletter
- Supt. bulletin
- Automated messages
- Trainings
- Coaches
- Principal meetings

**Parents**
- Parent portal
- Letters
- Automated messages
- Family liaison
- School newsletter
- School events

**Community**
- Retiree newsletter
- BOE newsletter
- Partners
- Volunteers
- Community connection
- Community centers

**Students**
- Assemblies
- Teachers
- School administrators
- Student leaders
- Student groups

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