

Strategic Action Plan: Communications



Goal 3: By 2025 NPS will develop a comprehensive communications plan to engage internal and external stakeholders.

*Approved by NPS Board of Education at 10.9.23 meeting

Team Members

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Strategic Action Plan: Communications

In order to continue to be a source of pride and an asset to the community, we will improve communication with students, staff and patrons of the district.

Strategic Objective #1: Engage stakeholders by actively promoting district endeavors and accomplishments to alumni, community members, staff, students and their families.

Strategic Objective #2: Engage stakeholders by developing formal and informal educational opportunities related to district policies, operations, and communications.

Strategic Objective 1

Engage stakeholders by actively promoting district endeavors and accomplishments to alumni, community members, staff, students and their families.

Action Steps:

- ✓ Develop student volunteer leadership teams in each building and throughout the district
- ✓ Increase diversity in participation of student voice through open forum building meetings
- ✓ Establish media channel for each building and practices across district
- ✓ Evaluate options to involve students in the creation/production of media to promote the district
- ✓ Create, maintain and manage an alumni network

Step 1 - Develop student volunteer leadership teams in each building and throughout the district

Resources Available	Student Leadership Groups, Administration, Teachers, Support Staff
Resources Needed	Application process, school staff, students
Estimated Cost	Minimal Cost - could be offset by fundraising (engaging students)
Communication Plan	WHO: Admin/designee, Parents and students HOW: Consistent meetings (monthly/quarterly)
Timeline By Fall of 2025	

Step 2 - Increase diversity in participation of student voice through open forum building meetings

Resources Available	Administration, Teachers
Resources Needed	School staff, students
Estimated Cost	Zero to Minimal Cost
Communication Plan	WHO: All students HOW: Meeting held each semester/annually
Timeline By Fall of 2025	

Step 3 - Establish media channels for each building and consistent practices across district

Resources Available	Social media, newspaper, tv, radio, website, etc. district communication director, district guidelines
Resources Needed	One person in charge ie: building principal/designee
Estimated Cost	Class Intercom* \$350/building
Communication Plan	WHO: Administration, teachers HOW: Creating social media content
Timeline By Fall of 2024	

*Class Intercom being piloted at district level

Step 4 - Evaluate options to involve students in the creation/production of media to promote the district

Resources Available	Career Academies, Aftershock, Yearbook/Digital Media Classes
Resources Needed	Intersect, local businesses
Estimated Cost	Substitute teachers, cost of program support, teacher pay for after hour activities
Communication Plan	WHO: students, staff HOW: Social media channels
Timeline By Fall of 2025	

Step 5 - Create, maintain and manage an alumni network

Resources Available	Class officers lists
Resources Needed	Create a database of alumni- ongoing updating of database
Estimated Cost	Unknown at this time
Communication Plan	WHO: NPS graduates and local businesses HOW: District website
Timeline By Spring of 2026	

Strategic Objective 2

Engage stakeholders by developing formal and informal educational opportunities related to district policies, operations, and communications.

Action Steps:

- ✓ Develop parent/family training for district used communication tools and ensure all families are connected
- ✓ Develop a plan for community communication of school policies and procedures
- ✓ Conduct audit of district website and determine if district app is needed
- ✓ Continue with scheduled staff communication

Step 1: Develop parent/family training for district used communication tools and ensure all families are connected

Resources Available	Infinite Campus, Seesaw, Principals, Technology Team
Resources Needed	Training materials
Estimated Cost	Printing costs
Communication Plan	WHO: All families HOW: Building open houses, schedule pick up, parent/teacher conferences
Timeline By Fall of 2023	

Step 2: Develop a plan for community communication of school policies and procedures

Resources Available	Board study sessions, newsletters, open office hours
Resources Needed	Printed materials
Estimated Cost	Application cost for newsletter and printing costs
Communication Plan	WHO: All stakeholders HOW: District website
Timeline By Fall of 2024	

Step 3: Conduct audit of district website and determine if district app is needed

Resources Available	District website
Resources Needed	Survey developed
Estimated Cost	Unknown at this time
Communication Plan	WHO: Stakeholder survey HOW: Reviewing district website
Timeline By Spring of 2024	

Step 4: Continue with scheduled staff communication*

Resources Available	Agendas, newsletters, meeting minutes
Resources Needed	No new resources needed
Estimated Cost	No additional costs
Communication Plan	WHO: NPS staff HOW: Email, district website
Timeline Current and Ongoing	

*Board reports, building reports, administrative meeting communication, and other internal communication

