

St. John the Baptist Catholic School



COMMUNICATIONS PLAN

Pastor - Father Alan Wierzba

Principal - Mrs. Jessica Halvorsen

Secretary - Mrs. Adrien Hoernke

125 N 4th Avenue, Edgar, WI 54426

Phone - 715.352.3000

Website - <https://edgarcatholic.org/stj/school/>

VISION STATEMENT

St. John the Baptist Catholic School provides a faith-filled education where students grow in spirit, academics, and service.

MISSION STATEMENT

The mission of St. John the Baptist Catholic School is to educate God's children and promote Catholic values through academic excellence and service to others.

WHAT WE CULTIVATE...

When we live together aligned with our essential meaning as a gift, sharing Christ's love in all that we do, we cultivate a campus life together rich in spiritual fruits as "charity, joy, peace, patience, kindness, generosity, goodness, faithfulness, gentleness, modesty, self-control and chastity" (CCC 1832 and Gal 5:22-23).

OVERVIEW

St John the Baptist Catholic School is committed to providing students with the best learning environments and opportunities. To achieve this, we must consider a multi-tiered approach to education. This approach includes the need to establish and maintain open and efficient communications. The public must understand the school system's story to support our educational programming.

This plan was developed to assure:

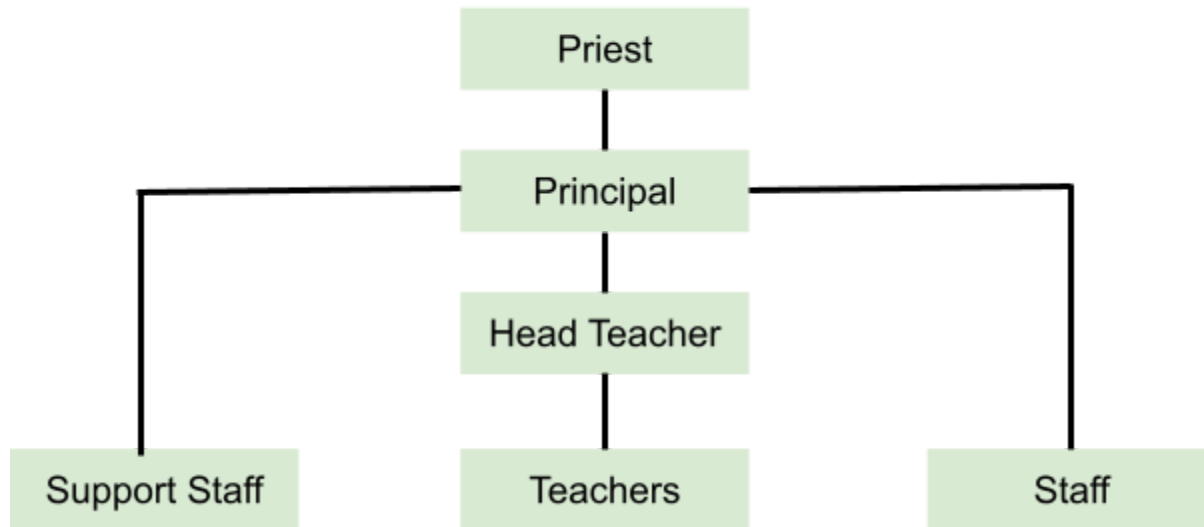
1. All communications support the school system's goals
2. Two-way communications with all St. John's families and parish members
3. St. John's School "story" is accurately told
4. Transparency in school operations

AUDIENCES

External	Internal
• Businesses • First responders • Legislators • Media • Parents • Parent/Teacher Organizations • Realtors • Religious leaders • Senior Citizens • St. John's Education Foundation • Surrounding school systems • Parish Contributors	• Principal • Education Committee • Finance Council • Non-certified staff • Students • Support Staff • Teachers

GOALS, OBJECTIVES, STRATEGIES

FLOW OF COMMUNICATION - STAFF



I. Staff

Enhance communications with staff making information acquisition and dissemination more frequent, efficient, and uniform.

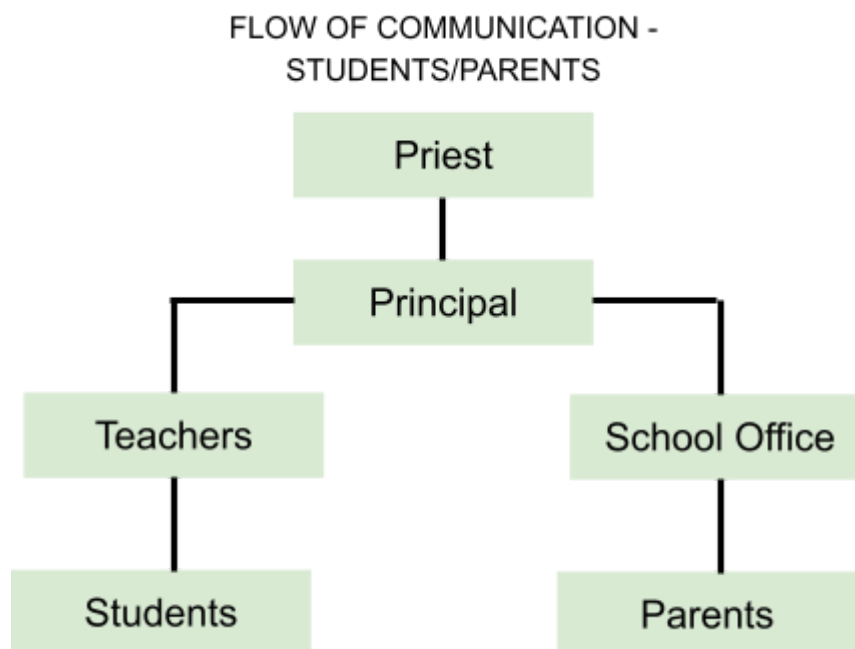
Objectives

- A. Increase staff communication skills
- B. Provide necessary, resources and professional development
- C. Utilize effective communication strategies to develop trusting relationships
- D. Streamline administrative and communications processes

Strategies

- 1. Develop a new employee mentorship program
- 2. Use email to communicate with staff frequently on school and community issues
- 3. Father Alan to attend staff meetings to address concerns and answer questions
- 4. Recognize employees for their accomplishments and contributions at staff meetings and via the parent newsletter
- 5. Expand the use of the parent notification system to the teachers
- 6. Integrate business systems and technology to streamline administrative tasks
- 7. Develop communications in-service workshops

GOALS, OBJECTIVES, STRATEGIES



II. Students/Parents

Facilitate meaningful and open communications with the St. John's School students and parents.

Objectives

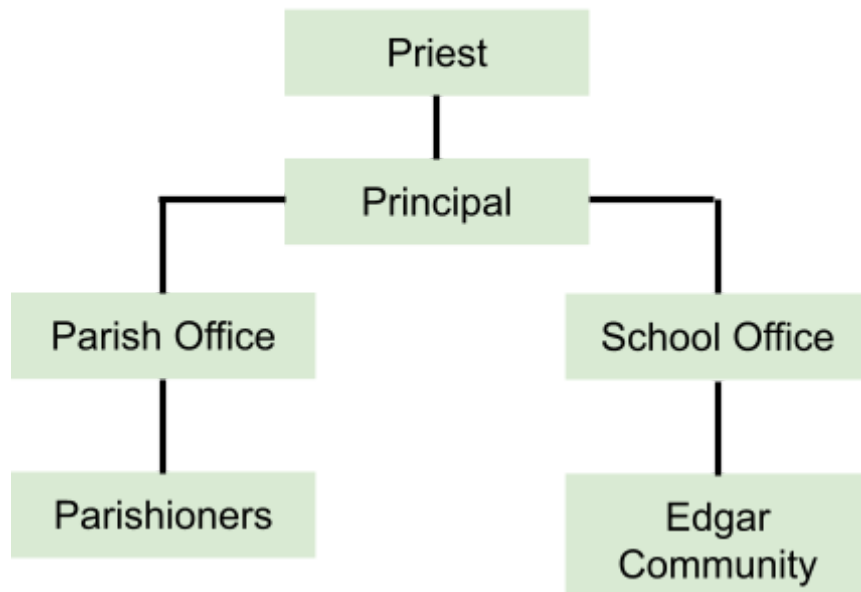
- A. Develop meaningful communications with parents and students to ensure their voices are heard
- B. Increase recognition of parents and students internally and externally for their accomplishments
- C. Responsibly distribute school information to students and parents

Strategies

- 1. Weekly and Monthly Parent Newsletters
- 2. Parent notification system
- 3. Student reporting at Home and School meetings
- 4. Focus groups organized as appropriate
- 5. Inclusion in the strategic planning process
- 6. Recognize outstanding parents and students at Home and School meetings
- 7. Attend Home and School meetings regularly to provide updates
- 8. Expand the use of social media
- 9. Increase visibility at school and community events
- 10. Increase access and use of Sycamore

GOALS, OBJECTIVES, STRATEGIES

FLOW OF COMMUNICATION - COMMUNITY



III. Community

Facilitate meaningful and open communications with the St. John's School community.

Objectives

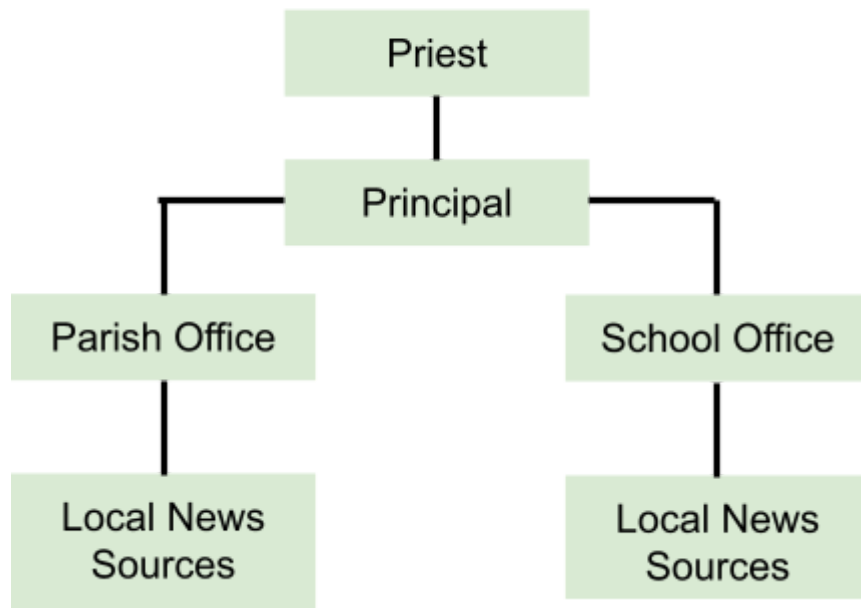
- A. Build connections with families and parish members
- B. Facilitate two-way communication
- C. Facilitate community and engagement opportunities
- D. Responsibly utilize a variety of media

Strategies

- 1. Parish Bulletins to update the community
- 2. Utilize social media to promote the school
- 3. Invite the public to special events
- 4. Increase visibility at schools and community events
- 5. Meet with St. John's School Finance Council quarterly or when appropriate

GOALS, OBJECTIVES, STRATEGIES

FLOW OF COMMUNICATION - MEDIA



IV. Media

Establish and maintain relationships with media outlets to enhance the school's image.

Objectives

- A. Partner with media to promote positive stories in St. John's School
- B. Establish and expand professional relations with the media

Strategies

- 1. Press-releases, briefings, and photo opportunities
- 2. Letters to the editor of local papers
- 3. Establish monthly articles for local media

GOALS, OBJECTIVES, STRATEGIES

V. Crisis Communications

Develop crisis communication plans to inform parents, students, and the community effectively and efficiently.

Objectives

- A. Develop detailed crisis management plans
- B. Provide timely and accurate information to internal and external audiences
- C. Develop a pre-determined chain of command and incident commanders
- D. Partner with media to provide accurate and timely information

Strategies

- 1. Crisis management and communications training and ongoing professional development
- 2. Post-reunification sites and procedures for parents
- 3. Frequently update demographic information
- 4. Utilize social media for updates
- 5. Update the website to have a dedicated crisis management section
- 6. Update All Hazards Plans and sub plans annually
- 7. Review all crisis team plans and protocols with staff annually
- 8. Establish media protocols for emergency incidents
- 9. Consult and include local emergency management officials in planning
- 10. Identify, acquire, and utilize internal communications tools and resources

PROTOCOLS

Outside Organization Information Dissemination

Any outside agency that wishes to have a flyer sent home via the parent communications system must get the approval of the Principal and generally meet the following criteria:

1. Must not contradict the St. John's School School mission, values, or policies
2. Must have a direct benefit for the students of St. John's School
3. Must be a non-profit entity
4. Other as determined by the Priest or Principal

All outside agency distributions will be emailed (pending approval of the Principal) every Friday. They will be grouped as one email.

Individual parents cannot utilize the parent communications system for the dissemination of information.

School Newsletters

The school will send home newsletters via the parent notification system weekly on Fridays during September - May while school is in session and on the first of the month during summer.

The back-to-school newsletter will be emailed home via the parent notification system the first week after Labor Day.

Home & School Committee

The Home & School Committee meets quarterly starting the first Monday of September when school is in session and every other month according to the school calendar to share about events and fundraisers and be a connection between parents and school. All parents and the community are welcome to attend.

Education Committee

The Education Committee meets quarterly starting the third Monday of September when school is in session and every other month according to the school calendar to share discuss school accreditation and curriculum. Parents and community members interested in being a member of the committee can reach out to the Priest or Principal.

COMMUNICATION MATRIX

Type of Information	Website	Email	Phone Call	Text Message	Social Media
General Info					
Emergency Info					
Early Dismissal					
Delayed Opening					
School Closures (weather related)					
Forms					
Promotional (non-school)					

Note: the above matrix is a guide. Every effort will be made to adhere to this guide. Circumstances may dictate deviations.