

Tactics Effectively Communicate School Initiatives to Families and Staff



| Tactic | Description | Effort | Cost | Rationale for Effort & Cost Evaluation |
|--|--|--------|---------------|--|
| Social Media Engagement | Regular posts, stories, and campaigns on social media platforms to showcase ongoing activities, success stories, and important announcements related to each initiative. | Medium | Low | Utilizing existing social media platforms for regular updates requires moderate effort in content creation but has minimal direct costs. |
| Feedback Mechanisms | Implement surveys, feedback forms, and suggestion boxes to gather input from families and staff, ensuring continuous improvement based on community feedback. | Medium | Low | Implementing surveys and feedback forms can be done with minimal expense, primarily requiring time and effort to design and analyze. |
| Parent-Teacher Communication Platforms | Utilize direct communication tools for timely updates, reminders, and personalized messages to parents and staff. | Medium | Low to Medium | While there might be some initial setup cost for digital communication tools, the ongoing cost is relatively low. |
| Student-Led Initiatives | Empower students to lead initiatives and communication efforts, fostering peer-to-peer engagement and a sense of ownership. | High | Low | Empowering students requires significant planning and mentoring effort but does not necessarily incur high costs. |
| Multi-Channel Newsletters | Regular, thematic newsletters focusing on specific initiatives like health services, safety measures, facility improvements, behavior strategies, and community | High | Medium | Regular, detailed newsletters demand considerable effort in content creation and distribution, with some associated costs for design and software tools. |

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| Dedicated Webpages and Digital Platforms | Create dedicated sections on the school website for each initiative area, supplemented by a mobile app for real-time updates and resources. | High | Medium | Setting up and maintaining dedicated webpages or a mobile app requires significant effort and can incur moderate costs for development and hosting. |
| Interactive Workshops and Information Sessions | Host workshops and information sessions for families and staff on topics like health and wellness, safety protocols, restorative practices, and community involvement. | High | Medium | Organizing workshops and sessions involves substantial planning and may incur costs for materials, guest speakers, and venue. |
| Community Forums and Town Hall Meetings | Organize regular forums and town hall meetings for open discussions, feedback, and idea sharing on various school initiatives. | High | Medium to High | Hosting these events requires significant organizational effort and can have varying costs depending on the scale, venue, and any guest speakers. |
| Video Content and Virtual Tours | Produce engaging video content and virtual tours to visually communicate the school's efforts and achievements in different areas. | High | Medium to High | Producing quality video content and virtual tours demands high effort in planning, production, and editing, with costs for equipment and possibly professional services. |
| Local Media Collaboration | Partner with local media outlets to feature the school's initiatives, reaching a broader community audience. | Medium | High | Collaborating with local media may require less direct effort but can incur higher costs, especially if it involves advertising or sponsored content. |