Last Updated: 7/24/20

Schools and systems may use the following template as a possible guide for developing a communications plan for the 2020-2021 school year. This plan is focused on keeping stakeholders informed about system safety guidelines and operations during the COVID-19 pandemic. Below are examples of stakeholders and communications channels.

Stakeholder Examples: students, families, employees, board members, local community & business partners, local media

Communications Channel Examples: system website, school websites, email, system newsletters, school newsletters, phone, text, social media, mobile app, local media, virtual meetings/events, physical and digital signage

NOTE: Please consult with your system's legal counsel for any communication you feel could violate student or employee privacy laws.

Communications Plan Prior to First Day of School

Communication	Date	Communications Channels	Purpose	Staff Member/s Responsible
2020-2021 School Reopening/Operations Landing Page	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	This webpage is a "one-stop-shop" for anyone in your community seeking updated information on school reopening/operations plans and processes. This page should stay active and updated throughout the school year. Along with living on your district website, it's a good practice for all school sites to have a link to this page.	{INSERT STAFF MEMBER/S}
School Reopening Dedicated Email Address	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	This email address (which could also be a hotline if your district has that capability) gives families and other stakeholders an outlet for questions about reopening/operations plans. This email/hotline should stay active throughout the school year. Emails should filter to a staff member responsible for answering. It's also a good practice to have backup staff members identified to respond to questions and concerns.	{INSERT STAFF MEMBER/S}

COVID-19 School Operations & Resources FAQ	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	This frequently asked questions document will include an updated list of answers to common questions being asked by families and other stakeholders. It will live on the landing page and should be active and updated throughout the school year. Include a "last updated" date prominently on this document.	{INSERT STAFF MEMBER/S}
Family & Stakeholder Survey	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Gain feedback and data from families and stakeholders about 2020-2021 scenario preferences, COVID-19 impacts, home technology availability, transportation preferences given safety limitations, communication preferences, etc...	{INSERT STAFF MEMBER/S}
Family & Stakeholder Survey Results	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Share survey results with families and stakeholders, which will give them insight into challenges faced by the district and a basis for understanding future decisions.	{INSERT STAFF MEMBER/S}
Employee Survey	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Along with surveying your families and community, it's just as important to understand how the pandemic is specifically impacting employees. Use this as an opportunity to survey reopening preferences, employee well-being, effectiveness of internal communications so far during the pandemic and how communications can be improved.	{INSERT STAFF MEMBER/S}
Employee Survey Results	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Share survey results with employees, which will give them insight into challenges faced by the district and a basis for understanding future decisions.	{INSERT STAFF MEMBER/S}
Family Webinars/Virtual Meetings	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Consider providing webinars at the system or school level to share information with families and show them how to navigate the school's learning management system or digital offerings.	{INSERT STAFF MEMBER/S}

[Weekly Internal Message](#)	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Keep employees informed of the latest developments with a regular weekly message. This can be done at the system and/or school level.	{INSERT STAFF MEMBER/S}
[Weekly Family & Stakeholder Message](#)	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Keep families and other community stakeholders informed of the latest developments with a regular weekly message. This can be done at the system and/or school level.	{INSERT STAFF MEMBER/S}
Student Safety Social Media Campaign	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Families want to know what schools will be doing to keep students safe when schools reopen. Use social media to share new processes and safety tips on a daily or weekly basis leading up to the first day of school.	{INSERT STAFF MEMBER/S}
Student Communications	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Plan now for student communications when school begins. Place posters/signage in schools encouraging hand-washing, social-distancing, covering coughs and sneezes, etc… Consider how to ensure consistent messaging across system schools. Encourage feeder schools to collaborate when developing messaging to help ensure students in the same family receive the same messaging.	{INSERT STAFF MEMBER/S}

Communications Plan During the School Year

Communication	Date	Distribution Channels	Purpose	Staff Member/s Responsible
[Weekly Internal Message](#)	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Keep employees informed of the latest developments with a regular weekly message. This can be done at the system and/or school level.	{INSERT STAFF MEMBER/S}
[Weekly Family & Stakeholder Message](#)	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Keep families and other community stakeholders informed of the latest developments with a regular weekly message. This can be done at the system and/or school level.	{INSERT STAFF MEMBER/S}S

Safety & Resources Social Media Campaign	{INSERT DATE}	{INSERT HOW THIS INFO WILL BE SHARED}	Along with using this regular (daily/weekly) social media post to continue spotlighting what schools are doing to keep kids safe, include helpful information like new school processes, online academic resources and any other information that would be useful to families during modified operations.	{INSERT STAFF MEMBER/S}

Communications Plan for Various Scenarios

Communication	Date	Distribution Channels	Purpose	Staff Member/s Responsible
Student Tests Positive for COVID-19	N/A	{INSERT HOW THIS INFO WILL BE SHARED}	Plan now for how to communicate when a student in your system tests positive for COVID-19. What stakeholders will be informed? How will you handle questions from families, the community and local media?	{INSERT STAFF MEMBER/S}
Employee Tests Positive for COVID-19	N/A	{INSERT HOW THIS INFO WILL BE SHARED}	Plan now for how to communicate when an employee in your system tests positive for COVID-19. What stakeholders will be informed? How will you handle questions from families, the community and local media?	{INSERT STAFF MEMBER/S}
School/s Closure Announcement	N/A	{INSERT HOW THIS INFO WILL BE SHARED}	Plan now for how to communicate if closure of a school/s is necessary.	{INSERT STAFF MEMBER/S}
System Closure Announcement	N/A	{INSERT HOW THIS INFO WILL BE SHARED}	Plan now for how to communicate if system closure is necessary.	{INSERT STAFF MEMBER/S}
COVID-19 Phase Change Announcement	N/A	{INSERT HOW THIS INFO WILL BE SHARED}	As the COVID-19 phases in our state and your community change, so do the safety guidelines. Plan now for how	{INSERT STAFF MEMBER/S}

			to communicate this information with stakeholders.	
False School/System-Related COVID-19 Rumor Message	N/A	{INSERT HOW THIS INFO WILL BE SHARED}	Whether they stem from a social media comment or word of mouth, false rumors are likely to spread. Should you decide an internal or external response from the system/school is necessary, plan for how you will correct this rumor with the appropriate audience.	{INSERT STAFF MEMBER/S}