



OUR GOAL

This system provides clear internal and external communication to present the district's approach to systemic reconfiguration, to illustrate how the district guides and supports improvements in teaching and learning, and to clarify the distinct but interconnected roles of both the district and the school in the Blueprint installation process.

PURPOSE

This system provides clear internal, external, one-way and two-way communication goals and expectations.

TOOLS



COMMUNICATION TOOLS

The following are provided to establish academy-wide expectations. Each building may have additional expectations for communications depending on student age-level and building level tools available. In addition, all communications should be responsive to the desired communications of the recipient. For example, if certain parents prefer certain methods of communication, that should be reflected in your communications choices.

The following tools will be utilized for one way communication:

Email, School Messenger, Facebook, Twitter, Mailchimp (Email), Remind, Class Dojo, letters, Google Calendar, Academy websites, Crisis Go, Google Classroom

The following tools will be utilized for two way communication:

Class Dojo (if needed), email, phone, texts, face-to-face, School Messenger, Remind, Google Classroom

All building leaders will send a weekly email newsletter to staff to communicate procedural information.

Building public announcement systems (PA) will only be used at the beginning of the day and the end of the day and in emergency situations. The PA will not be used to locate students building-wide or call into classrooms to look for students.

It is the expectation that all academy staff will download Crisis Go for emergency communications (school closures, fire drills, etc.)

Local channels 2, 4, 7 and 62 will broadcast school closures.

EXPECTATIONS



CALENDAR

The academy will utilize Google calendar for the effective communication of all dates and events. All academy employees are responsible for the information found in these District calendars. It is expected that all employees become proficient in Google calendar and regularly monitor their individual calendar as well as the district-level calendars.

EFFECTIVE COMMUNICATION (VERBAL & WRITTEN)



PHONE EXPECTATIONS

All calls during business hours should be answered promptly. If you are the main person answering phones and you are away from your desk, assign a backup so all calls get answered.

All phones will be answered the following consistent manner:

1. Answer with a smile... “ Good Morning!”, Good Afternoon!”, “Hello”, etc.
2. (School/Department Name)... “Dove Academy”
3. “This is ___(your name)____. How may I help you today?”

If you are on the other line when another call comes in, politely ask if you can put the current caller on-hold so you can answer the next call. Smile and say “Good Morning!”, Good Afternoon!”, “Hello”, etc. (School/Department Name)... “Bradford Academy”, “Dove Academy”, “Macomb Montessori Academy”, etc. Ask: Is it okay for me to put you on hold for just a moment?” Then go back to the other caller and say, thank you for holding...”

Phone calls must be answered with a handset or headset, never on speakerphone.

Phone messages will be answered and returned within 24 hours.



VOICEMAIL EXPECTATIONS

All district staff will set up their voicemail and update at least annually.

Voicemail Script for Teachers:

“Hello, you have reached (teachers name) at Dove Academy. Please leave a message and I will return your call within 24 hours.”

Voicemail Script for School Offices/Departments:

“Thank you for contacting Dove Academy. You have reached the voicemail of (staff name). Our normal business hours are Monday through Friday, ____AM to ____PM. Please leave your name, number and brief message and someone will return your call within 24 hours. Thank you for calling Dove Academy.”



IN-PERSON EXPECTATIONS

Greet the in-person visitor with a smile and ask “How may I help you today?” Be sure to offer them water or coffee.



EMAIL EXPECTATIONS

All Choice Schools employees and contracted staff are responsible for the information communicated via email. It is expected that all staff will check school email twice daily, at a minimum (once in the morning and once in the afternoon).

The person (or people) expected to respond or act based on an email is in the “TO” line. The person (or people) informed of the request but not expected to act/respond is in “CC” line.

In order to clearly delineate a sender’s expectations, if a response or action is expected, the sender will Include in the subject line:

RR (Response Requested) or AR (Action Requested)

If a response or action is not expected the sender will include in the subject line:

NRR (No Response Requested)

Communications (phone calls, emails, etc.) are expected to be returned within one school day of receipt. If additional time is needed, a communication should be sent within one school day that additional time is needed with a new expected deadline clearly stated.

If you are away from your desk for an extended period of time (sick time, holidays, vacations), please use an away message on your email and voicemail with a suggestion of who to connect with while you are out.