

**Special Darien Board of Education
Communications Committee Meeting**

Friday, April 28, 2023

8:00 a.m.

Darien Public Schools' Administrative Offices

35 Leroy Avenue

Board of Education Meeting Room

AGENDA

1. Review Communications Template
2. Discuss Draft Communications Survey
3. Review Timeline for Survey Administration
4. Public Comment*
5. Adjournment

*** * The Board of Education meeting will be available to the public in person and via Zoom. Wearing of masks is optional and seating is limited by room capacity. Doors open at 7:45 a.m. for the 8:00 a.m. meeting.**

Those members of the community wishing to participate in public comment may join the meeting via Zoom:

<https://darienps.zoom.us/j/93087970903>

Those members of the community wishing to view only, should do so through the Darien Youtube link:

<https://www.youtube.com/channel/UCUnnvYKBFbFrTWQRuoB6OZA>

In order to reduce audio interference, members of the community are requested not to simultaneously view by Youtube while participating on Zoom.

Memorandum

To: Darien Board of Education Communications Committee
From: Alan Addley, Ed.D., Superintendent of Schools
Marjorie Cion, Director of Human Resources
RE: BOE Communications Committee
Date: April 26, 2023

Communications Committee

The purpose of the Communications Committee of the Darien Board of Education is to:

- A. Support the BOE's function as liaison between the district and the community;
- B. Promote efficient, effective and varied methods of communication among all stakeholders; and,
- C. Work to align all communications with the Board of Education's Roles & Responsibilities, District Strategic Plan, Vision of the Graduate, and District/Board Goals and other guiding documents.

The Communications Committee agenda for its meeting on Friday, April 28 @ 8:00 a.m. includes:

Draft Communications Plan:

The two attached communication plan templates have been populated by Board Members and District Administrators. The intent was to capture the type and frequency of communications that are happening across the District. Upon the finalization of the template, it will be used as another data source in addition to the survey and findings from the focus groups.

Please review these two documents with the following guiding questions in mind:

1. Do the templates accurately reflect the communications that are happening in the District?
2. Do they capture the two-way nature of communications?
3. Are there any other notable patterns and/or observations?

Draft Communications Survey:

Panorama provided an unnecessary, cost preclusive use of resources for conducting the Communications Survey. The Administration developed the attached draft survey upon review of several other sample surveys. The committee will review the draft survey for feedback. With slight revisions, a similar survey will be developed for staff.

Review Timeline for Survey Administration:

The intent is to administer the surveys (Community & Staff) during the first two weeks in May and report back to the Communications Committee at its May 26th meeting.

The following still represents the timeline for the administration of the surveys and the future work for the Committee:

- Research Surveys (by spring 2023)
 - Step 1: Establish Advisory Team
 - Step 2: Explore Panorama to conduct Communications Survey
 - Step 3: Discuss survey process format/questions with Committee
 - Step 4: Conduct Communications Survey
 - Step 5: Report on Survey Findings
- Inventory of Communications & Adoption of Board Goals (by summer 2023)
- Focus Groups & Findings (by fall 2023)
- Communications Plan (by fall 2023)

Darien Public Schools Communication Plan - Board of Education

Darien Public Schools Communication Plan - Board of Education						Status
Source (Location)	Message Source (Owner)	Message Type (What)	Audience (Who)	Delivery Method (How)	Schedule (When)	(Current/In Progress/Add/Discontinue)
Board of Education	Chair	Legislative	Legislators	Email/in person	Legislative Session as needed	In Progress
Board of Education	Board of Education	Budget	Community	Website & Meetings	Annually - Fall-Spring	In Progress
Board of Education						
Board of Education	Board of Education	Public Comment	Community	In person & Zoom	At scheduled Board of Education meetings	Current
Board of Education						
Board of Education	Board of Education	Public Hearings	Community	In person & Zoom	As scheduled Board of Education meetings	Current
Board of Education						
Board of Education	Board of Education	Operations Planning Committee	Town Leadership	In Person & TV79	Monthly	Current
Board of Education	Chair	State of the Town	Community	In Person & TV79	Annually - December	Current
Board of Education						
Board of Education	Board of Education	Regular and Committee Meetings	Community	In person & Zoom	Monthly and as posted	Current
Board of Education						
Board of Education	Chair	Graduation Speech	DHS Community	In person & DAF Media	Annually, Graduation	Current
Board of Education	Board of Education	Facilities Tour	Elected officials	In-person	Annually Spring	Current
Board of Education	Board of Education	Website	Community	Internet	Always	Current
Board of Education	Unknown/Unclaimed	LinkedIn	Community	Internet	Always	Current
Board of Ed	Board of Ed	OpEd	Newspaper audience	Media	Rare (ever?)	Current
Board of Education						
Board of Education	Board members	Quotes	Newspaper audience	Darien Times, Patch, etc	As quoted	Current
Board of Education	Chair	Other district Chair Email Chain	District Chairpeople	email	Unscheduled	Current
Board of Education						
Board of Education	Chair, Superintendent	Joint Communication	School District	email	As needed	Current
Board of Education						
Board of Education	Chair	Clarification of board action	Community	various media	As needed	Current
Board of Education	Chair and/or whole BOE	Joint Communication	Town of Darien	email	As needed	Current
Town Leadership						

Draft Darien Public Schools Communication Plan							Status (Current/In Progress/Add/Discontinue)
Source (Location)	Message Source (Owner)	Message Type (What)	Audience (Who)	Delivery Method (How)	Schedule (When)		
Central Services	Superintendent Director of Nursing Services	Superintendent's Communication	All DPS	Email	Weekly		Current
Central Services	Director of Nursing Services	Nursing Update	DPS Families	Email	As Needed		Current
Central Services	Superintendent	Emergency/Weather	All DPS	Email, Text, Phone, Television	As Needed		Current
Central Services	Superintendent	Budget	BOE & Community	BOE Meeting	Annually		Current
Central Services	Director Elem Education	Elementary Curriculum Updates	BOE Curriculum Committee	BOE Meeting	As scheduled		Current
Central Services	Director Elem Education	Elementary Curriculum	K-5 Families	In-person and/or virtual	Approx. 3x/year		Current
Central Services	Testing Coordinator	Standardized Testing Results	3-8 Families	Presentation (virtual)	Annually - Fall		Current
Central Services	Business Office	Legal Notices	Vendors	Newspaper, Website	As Needed		Current
Central Services	Business Office	Budget Process	Administrators	Email	October		Current
Central Services	Business Office	Closing the Year	MUNIS Users	Email	June/July		Current
Central Services	Director of Security	SSO Announcements	Parents/Staff/Professional colleagues	Email/Press Release	As Needed		Current
Central Services	Director of Security	CALEA Accreditation	Parents/Staff/Professional colleagues	Email/Press Release	As Needed		Current
Central Services	Human Resources	Job Postings	District Staff	Email	As Needed		Current
Central Services	Human Resources	Personnel Report	All DPS	Board Agenda	As Needed		Current
Central Services	SESS	Parent Coffees	ELP-12+	In-person and/or virtual	Approx. 5x/year		Current
Central Services	SESS	Parent Communication	CDSF	Virtual Meetings	Monthly		Current
Central Services	SESS	Board Communication	All DPS/Community	Board Presentation/Memo	As Needed		Current
Central Services	IT	System Status Updates	All DPS	Email	As Needed		
Central Services	Director of Inst. Tech	Weekly Tech Tips	All DPS	Email	Weekly		Current
Central Services	Director of Inst. Tech	District Library Newsletter	Community	Email	Once in Fall & once in Spring		Current
Central Services	Director of Inst. Tech	Biannual Parent Tech 101 Newsletter	Community	Email	Once in Fall & once in Spring		Current
Central Services	Director of Inst. Tech	Robotics Club Invites	Community (K-8)	Email	As needed		Current
Central Services	Director of Inst. Tech	Tech Wave Site	K-12 Teachers (PD resources on all our instructional software)	Website	Continually updated and linked to weekly tech tips		Current
Central Services	Curriculum Leaders	Department Updates	Community	Board Presentation	Approx. 5x/year		Current

Central Services	Curriculum Leaders	Curriculum and Departmental Info	Community	DPS Website	Updated as Needed	Current
All K-12 schools	Director of Music	DPS Music News and Events	Community	Twitter	Regular Updates	Current
DHS	Principal	Parent Coffees	All Schools	In-Person or Zoom	Four times per year	Current
DHS	Admin Team	Extracurricular Meetings	DHS Students and Families	Auditorium	Annually	Current
DHS	Leadership Team	DHS Happenings	DHS Families, Students, Staff	Email	5 X per year	Current
DHS	DHS Athletics	Darien H.S. Athletics	Community	Twitter	Regular Updates	Current
DHS	DHS Athletics	Darien HS Athletics	Parents	Family ID	Regular Updates	
DHS	Dept Chair	Ninth Grade Curriculum Night	Incoming Families	In-person	Annually - Winter	Current
DHS	Dept Chair	Honors Placement Letter	Students / Families	Email	Spring Semester	Current
DHS/MMS	Dept Chair	Department Updates	Dept Members (staff)	Agendas for Dept Meetings / Emails	Monthly / As Needed	Current
DHS	Dept Chair	Summer Reading	DHS Families	Email/Website	Spring	Current
	Dept Chair/Honor Society Advisor	Department Honor Society Application Process				
DHS	Dept Chair/Honor Society Advisor	Society Application Process	Students/Families	Email/Newsletter	Fall/Winter	Current
DHS	Dept Chair	Electives/Course Choices	Parents	Auditorium	Spring	Current
DHS	Dept Chair	Parent Info Sessions/International Trips	Families	Email/Zoom	As Needed	Current
MMS	Principal	MMS Thursday Notes	Staff	Email	Weekly	Current
MMS	Principal	MMS Friday Notes	MMS Families	Email	Weekly	Current
MMS	MMS Staff	MMS "Moments from the Middle"	MMS Families & Staff	Email	Monthly	Current
MMS	Admin Team	Parent Coffees	All Schools	In-Person or Zoom	Four times per year	Current
MMS	Admin Team	MPA Meetings	MMS Families	In-Person	Monthly	Current
MMS	Leadership Team	MMS Orientation	Incoming Families	In-Person (virtual)	Annually - Winter	Current
MMS	Dept Chair	Placement Letter	Incoming Families	Email	Annually - Spring	Current
MMS	Dept Chair	Degrees of Reading Power Explanation	MMS Families	Email	Fall/Winter	Current
MMS	Dept Chair	Waiver Process	MMS Families	Phone/Email	Spring	Current
MMS	Dept Chair	Summer Reading	Gr. 5/MMS Families	Email/Website	Spring	Current
MMS	Dept Chair	Scripps Spelling Bee	MMS Families	Email	Winter	Current
MMS	Dept Chair	Summer Reading Ambassadors Program	MMS Families	Email/Phone	Winter/Spring	Current
Hindley	Principal	Hindley Headlines	Elementary Families	Email	Weekly	Current
Hindley	Principal & Director-Ed	Kindergarten Orientation	Incoming Families	Presentation (virtual or in-person)	Annually - Spring	Current
Hindley	Principal	Parent Coffees	All Schools	In-Person or Zoom	Three times per year	Current

Hindley	Principal	PTO Co-Chair Meetings Safety and security emails	PTO leadership	In-Person	Weekly	Current
Hindley	Principal	PTO meetings	Families	Email	As needed	
Hindley	Principal	Principal	Families	In-Person	Monthly	Current
Holmes	Principal	Communication	Holmes School Families	Email	Weekly/As Needed	Current
Holmes	Principal & Director-Ed	Kindergarten Orientation	Incoming K Families	Presentation (virtual or in-person)	Annually - Spring	Current
Holmes	Principal/APs	Parent Coffees	Holmes School Families	In-Person or Zoom	Minimum 4x/year	Current
Holmes	Assistant Principal	PTO Special Ed Reps	PTO Special Ed Reps	In-Person	Monthly	Current
Holmes	Principal	PTO meetings	Holmes School Families	In-Person	Minimum 3x/year	Current
Holmes	Principal's Secretary	Staff Daily Newsletter	Staff	Email	Daily	Current
Holmes	Principal	PTO Co-Chair Meetings	PTO leadership	In-Person	Weekly	Current
Holmes	Principal	Safety/security emails	Holmes School Families	Email	As needed	Current
Royale	Principal	Communication	Elementary Families	Email	Weekly	Current
Royale	Principal & Director-Ed	Kindergarten Orientation	Incoming Families	Presentation (virtual or in-person)	Annually - Spring	Current
Royale	Principal	Parent Coffees	Royale Families	In-Person or Zoom	Four times per year	Current
Royale	Principal	PTO Co-Chair Meetings	PTO leadership	In-Person	Weekly	Current
Royale	Principal	PTO meetings	Royale Families	In-Person	Four times per year	Current
Royale	Principal	Safety and security emails	Royale Families	Email	As needed	Current
Royale	Assistant Principal	PTO Special Ed Reps	Royale PTO Special Education Reps	In-Person	Four times per year	Current
Royale	Assistant Principal	Parent Coffee Presentations	Parents of students with IEPs and 504s	In-Person, recording shared following	Two times per year	Current
Ox Ridge	Principal	Communication	Elementary Families	Email	Weekly	In Progress
Ox Ridge	Principal & Director-Ed	Kindergarten Orientation	Incoming Families	Presentation (virtual or in-person)	Annually - Spring	Current
Ox Ridge	Principal	Parent Coffees	All Schools	In-Person or Zoom	Four times per year	Current
Ox Ridge	Principal	PTO Executive Committee Meetings	Families	In-Person	Monthly	
Ox Ridge	Principal	PTO Co-Chair Meetings	PTO leadership	In-Person	Weekly	
Ox Ridge	Principal	Safety and security emails	Families	Email	As needed	

Ox Ridge	Assistant Principal & Principal	PTO Special Education Representative Meetings	PTO Special Education reps	In-Person	Fourth times per year	
Tokeneke	Principal	Principal Communication	Tokeneke Families	Email	Weekly	In Progress
Tokeneke	Principal & Director-Ed	Kindergarten Orientation	Incoming Families	Presentation (virtual or in-person)	Annually - Spring	Current
Tokeneke	Principal	Parent Coffees	Tokeneke Families	In-Person or Zoom	Four times per year	Current
Tokeneke	Principal	PTO Executive Committee	PTO leadership	In-Person	Monthly	Current
Tokeneke	Assistant Principal	CDSP Special Education Reps	PTO Special Education Reps	In-Person	Monthly	Current
Tokeneke	Principal	Safety and security emails	Tokeneke Families	Email	As needed	
Teachers	Class trips/events	Info & permission forms	Class parents	email	As needed	Current
Teachers/Admin	Individual teachers/admin	News & dates	Parents/Staff/Professional colleagues	Social Media (FB, Twitter, Insta)	Sporadic	
Board of Ed	Board of Ed	OPeD	Newspaper audience	Media	Rare (ever?)	Current
Board of Education	Board members	Quotes	Newspaper audience	Darlen Times, Patch, etc	As quoted	Current
SESS Department	ELP Program Director	Presentations/ OPEN HOUSE	ELP Parents	In-person and Zoom	December	Current
SESS Department	ELP Program Director	Parent Coffees	Incoming and Current families	In-person and Zoom	3x per year	Current
SESS Department	ELP Program Director	Program Information	ELP Parents	ASPEN/EMAIL	As needed	Current
SESS Department	ELP Program Director	Articulation from PK to K	Parents of students with IEPs	Zoom- Recording	1x per year	Current
SESS Department	ELP Program Director	ELP Lottery	Perspective ELP parents	Email blast PTO, ASPEN, Darlen Times	2X per year	Current
SESS Department	ELP Classroom Teachers	Classroom/curriculum updates	ELP Parents	email	daily and monthly	Current
SESS Department	ELP Classroom Teachers	Student progress meeting	Family Team meetings	In-person and Zoom	1x per month as per IEP	Current
SESS Department	ELP Program Director	Information about ELP	Parents	Website	As needed	Current
SESS Department	ELP Classroom Teachers	Classroom/curriculum updates	ELP Parents	email	daily and monthly	Current
6-12 Science Department	Department chair	Weekly schedule	6-12 Science teachers	Google Classroom	Weekly	Current
6-12 Science Department	Department chair	Meeting Agendas	6-12 Science teachers	Google Classroom/Email	As needed	Current
SESS Department	ELP Classroom Teachers	Classroom/curriculum updates	ELP Parents	email	daily and monthly	Current

Communications Survey - Community

Please choose the description that indicates the extent to which you agree or disagree with the following statements.

1. The District communicates important information in a timely manner.

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

2. The District regularly communicates student successes, including academic achievements, athletic results and visual/performing arts accomplishments.

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

3. The District regularly shares news about the successes and accomplishments of the staff.

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

4. I receive messages from the District in a variety of ways - through my cell phone or mobile device, in print or on my computer.

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

5. The District's website is an engaging destination that provides relevant information that is readily accessible.

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Other: _____

6. I am satisfied with the way I am currently receiving messages from the District.

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

7. I am satisfied with the quantity of messages that I am currently receiving from the District.

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

8. The messages the District shares regularly catch my attention and stand out from the messages shared by other organizations - businesses, community, workplace - in my life.

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

9. The District provides opportunities for stakeholders to engage with the administration.

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

10. The District provides opportunities for stakeholders to engage with the Board of Education.

Mark only one oval.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

11. I would interact with the District more often if it increased the use of social media (i.e., Facebook, Instagram, Twitter)

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Other: _____

12. The District respects and values dissenting opinions.

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

13. Please rank how much you currently rely on the following communications from the District:

Mark only one oval per row.

[illegible]

14. How satisfied are you with the following portals used by the District.

Mark only one oval per row.

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
MySchoolBucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aspen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FamilyID	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. What is your first preference for critical communications (closings, delays or urgent messages)?

Mark only one oval.

- ☐ Text/SMS
☐ Voice message
☐ Email

16. What is your first preference for general information (announcements and reminders)?

Mark only one oval.

- ☐ Text/SMS
☐ Email

17. Would you like to receive District and school messages across multiple platforms (i.e., email and text)?

Mark only one oval.

- ☐ Yes
☐ No

18. The District is open and transparent in its communications.

Mark only one oval.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

☐ Other: _____

19. What ideas, if any, do you have for ways to improve the District's communications?

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