



COMMUNITY CONNECTIONS

The Central Bucks School District will provide up-to-date and relevant information to its constituents while also placing great value on the input these constituents can provide back to the district. The district will develop partnerships within the community and participate in a joint sharing of resources.

INFORMATION DISSEMINATION: The District will provide its constituents with updated and relevant information.

OBJECTIVES:

1. Communicate a shared vision to all stakeholders, with regular progress updates.
2. Maintain a sophisticated, well-maintained web presence.
3. Provide information to constituents in a variety of formats, ensuring that individuals receive information conveniently, efficiently, and equitably.
4. Ensure district brand marks are utilized consistently and with fidelity.

2018-2019 STRATEGIC INITIATIVES:

- Complete** • Communicate out and generate interest in the overall vision and plan through social media, video, web, and a community-wide kick-off entitled, "Celebration of Our Schools."
- Complete** • Develop e-newsletters to report school board, district, and other news.
- Revisited** • Develop branding tools and templates for school administrators, staff, and others.
- Continuous** • Ensure regular review and updating of web-content by editors and distribute tips and tricks to staff editors.

INPUT AND FEEDBACK: District will value input, ideas and feedback from multiple sources including: students, teachers, administrators, parents, and members of the community.

OBJECTIVES:

1. Develop avenues for input, ideas and feedback to our superintendent and school board.
2. Ensure follow up and consideration for input from stakeholders.
3. Provide meaningful opportunities for students to share input that will shape and influence school culture and climate.

2018-2019 STRATEGIC INITIATIVES:

- Continuous** • Conduct open Community Connections meetings with the superintendent and district families in spring and fall, with a public reporting of main ideas shared.
- Continuous** • Continue parent advisory meetings, utilizing key communicator model – inviting feedback and encouraging a sharing out of information to wider parent community
- Continuous** • Conduct targeted "advisory" and "focus group" model meetings with student groups regularly.
- Continuous** • Ensure that administrative meetings offer time for open collaboration and dialog among administrative team members.



COMMUNITY PARTNERSHIPS: The district will promote and develop partnerships that have mutually beneficial results among our community.

OBJECTIVES:

1. Incorporate community partnerships into curriculum review and development.
2. Seek and foster business partnerships that will result in internships, instructional, and post-secondary benefits for students.
3. Foster business relationships and partnerships to benefit CB Cares Educational Foundation.

2018-2019 STRATEGIC INITIATIVES:

- Continuous** • Work in concert with the assistant superintendents to identify and open dialogue with area businesses and community leaders interested in creating and supporting instructional programs and internships to benefit CBSD students.
- Continuous** • Foster relationships with area business, community, and philanthropic organizations by attending meetings, and opening dialogue with the superintendent, district administrators, and members of the CB Cares board in order to identify partnerships and financial opportunities.
- Continuous** • Work with CB Cares Educational Foundation to initialize the formation of a CBSD Alumni Association.
- Revisited** • Research policy and develop administrative procedures to open consideration for area business sponsorships to offset operational costs through sponsorships and advertising.



CULTURE AND CLIMATE: The district will create opportunities to celebrate successes, and promote programs that generate staff, student, district, and community pride.

OBJECTIVES:

1. Create opportunities and methods for sharing successes of students, staff, and schools so that they may be celebrated by all stakeholders.
2. Collaborate with community leaders and legislators in order to foster a shared sense of pride in our Central Bucks community.

2018-2019 STRATEGIC INITIATIVES:

- Continuous** • Working in cooperation with teachers and building leaders, utilize social media, the website, and other communication vehicles to share successes, strengths, and opportunities for growth with the entire CBSD community.
- Continuous** • Invite and collaborate with local legislators and community leaders to identify opportunities to celebrate CBSD and its communities.
- Continuous** • Working with the Office of Human Resources, building, and employee association leadership; form a committee to research and develop a transparent, meaningful employee recognition program.
- Complete** • Work with CB Cares to launch a renewed employee contribution campaign to generate interest in, ownership of, and support for this critical district partner.
- Revisited** • Develop processes, procedures, and methods for regular School Board recognition of student and staff achievements.