

Communication Goals for 2020

Bromwell communications will be timely, reliable, accurate and easy to access. Phase two goal will include opportunities for more two-way, dynamic communication.

Communications Needs for 2020

- A. ***Covid-19 Information***: what parents need to know about day-to-day operations, remote learning and school logistics.
- B. ***Classroom Specific Communications***:
 - Teacher-to-Parent weekly updates about curriculum, assignments, resources, and events.
 - Calendar of assignments
 - Parent-to-Parent weekly updates. Help parents stay connected to each other, general reminders, volunteer opportunities/events. *Package suggested items from comms team to room parents each week. Aim to distribute Room parent comms on Mondays.
- C. ***Office Reminders/News***: General school-wide “house-keeping” items: policies, forms, to-dos, save the dates, etc.
- D. ***PTA & CSC Updates***
- E. ***Creating Community***: How do we feel more connected when apart? How do we share stories and snapshots about students, staff and teachers living our Bromwell values?

Communications Vehicles/Tools

- ***Planning***
 - Weekly call for content and editorial meeting to plan comms a week and month at a time.
 - Who is on our editorial board? (PTA rep, CSC rep, Room Parent rep, Teacher rep, leadership rep, Cindy)
- ***Flyer***
 - Notifications (app-based alerts that hit mobile devices)
 - Flyer Interface (Forms, Links, etc that are housed directly on the app “Resources’ page)

- Connected emails (when an app goes out, we can simultaneously send an email)
- Banner on app
- Assignment Calendars by Grade/Homeroom – look into Flyer capability.

- **Email**

- **B-well Bulletin:** weekly general school e-news (Thursday distribution)
- **Principal Post:** urgent or sensitive information from Valecia directly as well as a monthly State of School update.

- **Forums**

In person or virtual discussion-based meetings can be used for community wide updates as well as a way for parents and leadership to stay connected.

- Principal Coffees (continue)
- Topic Based meetings as needed – aim for 1 large school forum per quarter.
- Lunch Bunch (aka Zoom with your child's teacher) ***I think teachers and room parents should work together to set up ongoing parent zoom calls to help families stay connected during remote learning.

- **Bromwell Website**

- Calendar
- Directory
- Fundraising

- **B-well Swell (Website)**

- Different from main website in that it is 100% parent facing and can be updated in real time by parent volunteers and Bromwell staff.
- Archive weekly newsletters and other communications

- Created with chaos in mind! Originally conceived as a place to help parents manage a hybrid return to school. Now what...
- How do we use it now? B-well Blog – a way for parents and kids to share stories and connect while remote learning? Also a place to share remote learning tools, resources and best practices?

- **Facebook**

- Celebration and community-building tool.
- To-Do: tighten up ownership and rules of engagement, include in weekly editorial meetings

