YPSILANTI COMMUNITY SCHOOLS

District & Building Communications Protocol	
What is the system?	*This system provides clear internal and external communication to:* ● *present the district's approach to turnaround,* ● *illustrate how the district guides and supports improvements in teaching and learning, and* ● *clarify the distinct but interconnected roles of both the district and the school in the turnaround process.*
What is the purpose of Communications System?	1. Enables district turnaround efforts to go to scale 2. Enables stakeholder participation at scale
Internal Communication What kinds of communication are for information only (one-way) and what kinds of communication need feedback (two-way)?	Ypsilanti Community Schools (YCS) prioritizes communications to internal staff via email. Email codes: "NRR" - No Response Required "RR" - Response Required (within 1 school day) "AR" - Action Required (acknowledge within 1 school day and timeline for completion) ***Information Only (One-Way Communication) - No Response Required*** At either the district or building level, important information that leadership expects to be known and understood at scale will be communicated electronically using the district's Google email system. All YCS faculty and staff are expected to utilize and monitor their email accounts at least twice daily (once in the morning and once in the afternoon at an absolute minimum). All YCS employees are responsible for the information communicated via Google email. Information communicated in mass (excluding individual emails, etc.) using the email systems should be treated as information only. It is neither expected nor requested that receivers respond electronically to these messages. Should clarification be needed, the receiver will request clarification individually. It is not expected or requested that these messages result in global conversations. **(Please do**

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not REPLY TO ALL.)

Email code for subject line:
NRR (No Response Required)

Example:
NRR: Upcoming District Events

All staff are encouraged to download the YCS app for any of their electronic devices to view: Google Calendar, Access PowerSchool, and additional district information such as news feed, building contact information.

Information and Feedback Requested (Two-Way Communication) - Response Required
At either the district or building level, important information that leadership expects to be known, understood, **and discussed** at scale will be communicated electronically using the district's Google docs forms and/or email. When messages of this nature are sent and received, receivers will respond electronically in Google docs and/or email to these messages within 24 hours or as requested by the sender. All YCS employees are responsible for the information communicated via Google docs forms and/or email. Please use your professional judgment in determining whether to "Reply To All" or individually.

Email code for subject line:
RR (Response required within 1 school day)

Example:
RR: Rescheduling Thursday's Meeting

Through the effective use of internal one-way and two-way communication, all YCS employees will be able to effectively engage in the mission and work of the YCS including the implementation of the *Blueprint for Turnaround*.

Determining Whether to use To, CC or BCC when Communicating with Multiple Receivers
To: Place individuals in the "To" line when sending to a person/people you want to direct instruction or information at; if required, they have 1 school day to respond.

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	CC (Carbon Copy): Sending to someone you want to direct information at; they are not required to chime in. BCC (Blind Carbon Copy): Your recipients can only respond to you; if you require a response, great for group emails.

Calendar Protocols	The district will utilize Google calendar for the effective communication of all dates and events. While individual staff members may have their own private Google calendars, the District will maintain three calendars that are shared district-wide:
	1. K-12 Assessment (Office of Student Affairs - OSA) - **External**
	2. Professional Learning and Meetings - **Internal**
	    a. All professional learning events (OSA)
	    b. District meetings (OSA)
	    c. Building-wide meetings (Building Administrators - building calendar to be shared with all building administrators, OSA, Communications Coordinator and Superintendent)
	    d. Building Turnaround Network meetings (Building Administrators - building calendar to be shared with OSA and Superintendent)
	3. Community Calendar (Central Office/Buildings) - **External**
	    a. External events (i.e., PTA meetings, ice cream socials, conferences, etc., maintained by Jerilyn Lynn, Technology Resource Specialist.
	    b. Building use calendar (Maintained by building administrators to be shared with Facilities, OSA, and Superintendent)
	    c. Board of Education (maintained by the Board's administrative assistant, who is also responsible for ensuring agendas and minutes are on the website)
	Designated YCS employees are responsible for the information found in the three District calendars (namely building administrators and administrative assistants). All employees shall become proficient in Google calendar and regularly monitor their own individual calendar as well as the three district-level calendars. Google calendar is the primary resource for district scheduling.
	
	YCS employees are required to respond to meeting invitations with either

	yes, no, or maybe (with an update as the status changes). All staff are encouraged to download the YCS app for any of their electronic devices to view: Google Calendar, Access PowerSchool, and additional district information such as news feed, building contact information.
External Communications Protocols	Communications to parents, stakeholders and community must be succinct and professional. Customer service with a positive tone is a priority in email/letters, phone, social media and in-person. All communications from the District must include full name spellings of buildings, programs, and partners. Acronyms may follow the name in parenthesis. Examples: *Ypsilanti Community High School (YCHS)* *Washtenaw International Middle Academy (WIMA)* ***Internal vs External timeline*** Districtwide policies and news will be sent to staff four hours prior to release to families. This allows staff to ask questions and confirm specifics, to ensure an aligned message when asked by parents/guardians. This protocol will drive a more cohesive messaging system. Staff shall wait to share information until after the district has officially released it. **YCS App**: All parents and community citizens are encouraged to download the YCS app for any of their electronic devices to view: Google Calendar, Access PowerSchool, and additional district information such as news feed, social media, and building contact information.
How does the District Turnaround Network ensure that the communication system goes to scale?	***District Turnaround Network (DTN)*** An identified member will serve as the recorder. These notes are kept in the District Turnaround Network folder (Google drive). All DTN members have access to this folder. Once approved by the DTN, the recorder will note that approval in the meeting minutes. Principals shall not share DTN meeting notes at the building level. However,

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when the DTN needs to communicate to a broader audience than just the administrative team, the DTN will take the lead in sharing the relevant information to its target audience.

Building Turnaround Network(s) (BTN)
Each BTN will establish its own official recorder. BTN meeting notes are kept in the appropriate Building Turnaround Network folder (Google drive/Site). All BTN members have access to this folder. Additionally, access will be granted to appropriate central office personnel. Once approved by the BTN, the recorder will note that approval in the meeting minutes.

To facilitate communication with building level staff, the recorder will email meeting notes to all appropriate building staff after they have been reviewed and approved by the BTN. Teacher and staff feedback from the notes will occur at building staff meetings. The *Blueprint* will be a standing agenda item for building-level staff/faculty meetings. The DTN will routinely interview and survey selected YCS employees to measure the level and effectiveness of implementation.

What do we need to accomplish right away?	1. Following the approval of the Communications Protocols, share this protocol with all YCS employees 2. Implement the Internal Communication Protocols 3. Implement the DTN and BTN Communication Protocols 4. Implement the District's three Google calendars 5. Establish and/or review appropriate External Communication Protocols 6. Update the YCS app
What professional learning is needed for the communication system to be implemented?	YCS employees shall demonstrate the appropriate level of proficiency in the above named Google tools. Video tutorials (or in-person trainings) will be available to staff to ensure understanding of the tools in Fall/Winter 2017 and will be revisited, as requested.
What is the timeline for action?	● DTN communication protocols are effective November 7, 2017. ● BTN communication protocols are effective December 1, 2017.

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