



Leadership System - *Shape the District's Identity*

District and building leaders communicate district identity and focus through their actions, decisions, and deliberate messaging.

PRACTICE 2

PREPARATION

GETTING AWARE

District leaders explore examples of communication plans and processes for schools that focus on two-way communication and targeted delivery of information specific to different critical perspectives that they may wish to engage.

GETTING READY

District leaders inventory the existing communication efforts that take place within the district and individual school buildings to reach students, staff, parents, and other community members. District leaders use this information to assess the effectiveness of existing communication channels and to assess needs and opportunities for communicating about the district's identity and focus with these audiences.

PROGRESS INDICATORS

GETTING STARTED

District leaders work with students, staff, and the community to develop a communication plan around the district identity.

GETTING BETTER

District leaders facilitate the implementation of the plan as a means to promote the district identity and focus. District and building leaders work to identify communications that will be specific to each audience regarding the identity and focus of the district.

KEEP IMPROVING

District leaders establish and maintain a communications team to promote the identity and focus of the district to all audience groups. District and building leaders seek out audience perception and feedback to help refine general messaging, and to identify needed communication around specific district policies, programs, and decisions that affect members of the district community.

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