

Communications Tools in Use in Albemarle County Public Schools October 2010

Internal Only

Title	Audience	Frequency	Format	Responsibility
Superintendent's Advisory Bulletin	Leadership Team	Weekly	Electronic	Superintendent's Office
Division Compass	All Employees	Monthly	Electronic	Superintendent's Office
Faculty Meetings (Schoolwide) Department Meetings (school-based)	Employees	Depends on site and department	In-Person/ Face to face	Leadership
Schoolnet Outreach (Intranet)	Employees, sub-groups of employees	Ongoing	Electronic	Superintendent's Office, DART, Instruction
Yammer	Instructional Employees	Ongoing	Electronic	Members of Yammer
BlackBoard Connect	All employees, sub-groups of employees	As needed	Electronic (phone, email, text)	Superintendent's Office, Principal, Department Head
School Based Announcements	Employees, students	Daily	Electronic (video, email, PA)	School principal's designee
PTO listservs	Parents	As needed	Electronic	PTO rep
Employee mailboxes	Employees	As needed	Print	Originating dept., school OA
Employee paycheck stuffers	Employees	As needed	Print	Originating dept.; payroll
Bulletin Boards/work rooms	Employees	As needed	Print	Originating dept., school OA
Leadership Team meetings	Leadership Team	Semi-annually	In-person/ face to face	Asst. Supt; Superintendent
Advisory Councils	Teachers Classified Employees	Monthly	In-person/ face to face	Asst. Superintendent
OA Support Newsletter	Office Associates	Monthly	Electronic PDF	Fiscal Services
Principal Meetings				Asst. Superintendent
AEA/ Blue Ridge Uni-Serv	AEA members	Monthly; as needed	In-person; electronic	Superintendent's Office/ designee
Division Level Department Meetings	Employees	Varies	In-Person	Executive Council
Professional Development Days	Teachers, certified staff	Quarterly	In-Person, electronic	Asst. Superintendent Principals

External or Both Internal/External

Title	Audience	Frequency	Format	Responsibility
Web site www.k12albemarle.org	All stakeholders potential vendors, media	Updated daily	Electronic	Superintendent's Office, DART, Department designees, School web page coordinators
"This Week in Albemarle County Schools"	Media, key communicators	Weekly	Electronic	Superintendent's Office
YouTube Channel (k12albemarle)	All stakeholders	Target: monthly	Video	Superintendent's Office/DART
Twitter (k12albemarle)	All stakeholders	Daily updates	Electronic	Superintendent's Office/Communications
Facebook (k12albemarle)	All stakeholders	Daily updates	Electronic	Superintendent's Office/Communications Office
Electronic School Board http://esb.k12albemarle.org	All Stakeholders	Ongoing prior to board meetings	Electronic	Superintendent's Office/School Board Office
BlackBoard Connect	Parents			Superintendent's Office/Communications
Email	Constituents who contact us	Ongoing	Electronic	Superintendent's office/ designee
Balanced Scorecard http://bsc.k12albemarle.org	All stakeholders	Annually	Electronic	DART, Superintendent's Office
School Fact Sheets	All stakeholders	Annually	Electronic/print	Superintendent's Office/Communications
VDOE Report Cards for Division, each school	All stakeholders	Annually	Electronic/ print	
Media Advisories	Community	As needed, ongoing	Electronic/ print	Superintendent's Office/Communications
News releases	All stakeholders	As needed, ongoing	Electronic/ print	Superintendent's Office/Communications
WINA Radio Show (School Board)	Community	Monthly	A/V	Superintendent's Office/Communications
Bi-Monthly Column in Albemarle Family magazine	All stakeholders	Every two months	Print	Superintendent's Office/Communications
School Board meetings	All stakeholders	Twice per month	In-person; electronic	Board clerk/school board office/ staff
Parent Council Meetings	Parent Council Reps; parents	Monthly	In-person	Parent Council; Dir. Of Secondary Educ.
Parent Council Listserv	Parents	As needed	Electronic	Parent Council

Title	Audience	Frequency	Format	Responsibility
Advisory Councils	Technology, Health, Gifted, SPED	Monthly	In-Person	Superintendent's Designee
Focus Groups	Parents, community	As Needed	In-person	
Surveys	All, specific groups	Managed by calendar	Electronic	Superintendent's Office/DART
Teleforums/Telephone Town Halls	Taxpayers, parents, employees	As needed; annually	Electronic	Superintendent's Office/School Board
School Talk	Parents	Annually	Print/ electronic	Communications
School Division Calendar	All stakeholders	Annually	Print	Communications
Program of Studies	Parents, community	Annually	Print/ electronic	Director of Secondary Ed./ Communications
Various Brochures	Parents/students	Updated as needed	Print	Departments
Registration Forms	Parents/students	Annually	Print (plans to move elec)	Supt's Designee
Student handbooks	Parents/students	Annually	Print	Principal's designee
Division Forms	Parents/students	Annually	Print	Supt's Office/ team
School signs, marquees	All stakeholders	As needed		School OA
School Web Sites	All stakeholders	As needed	Electronic	Communications / School WPC
School Newsletters	Parents/students	Minimum of quarterly	Print	Communications/ School designee
"Backpack mail" (elementary)	Parents/students	As needed	Print	Communications/ School OA

Proposed additional Communications Tools

Title	Audience	Frequency	Format	Responsibility
Flickr Feed	Internal/External	As needed	Electronic	Superintendent's Office/ DART
Ed Talk Presentations	Community	8 x per year	In-person	Superintendent's Office / Board/ Staff
Friends of ACPS Listserv	All stakeholders	Ongoing as needed	Electronic	Superintendent's Office
Parent Portal	Parents/ students	24/7 access	Electronic	Superintendent's Office /DART, Instruction
Employee Portal	Employees	24/7 access	Electronic	Superintendent's Office / DART, Instruction
Key Communicator Network	All stakeholders	Ongoing as needed	Electronic/ Print	Superintendent's Office