



BD Communication Plan

Type of Communication <small>What are we communicating?</small>	Communication Format	Who is Responsible	Stakeholders	Frequency	Notes
District News	Instant Alert	Student Service Secretary	Parents, Students, and Staff	Weekly and as needed	Infinite Campus
	Social Media	Student Service Secretary with Support	Parents, Students, Staff, and Community	As needed	Administration and AD * w/ Administration approval
	Superintendent Messages	Superintendent	Parents, Students, Staff, and Community	As needed	
	Principal Communication	Principals	Parents, Students, and Staff	As needed	Britton building and Deerfield Building
	School Board	Business Office	Parents, Students, Staff, and Community	Monthly and as needed	Found on the website
	Human Resources	Business Office	Staff and Community	As needed	
	Website	Contracted LISD staff	Parents, Students, Staff, and Community	As needed	
Athletics	Face to Face, Announcements,	AD and coaches with support	Parents, Students, Staff, and	As needed	AD secretary may send alerts



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	Social Media/Apps and Instant Alerts		Community		
Athletic Boosters	Face to Face, Facebook, Emails, Coaches, AD, and Instant Alerts	Athletic Boosters	Parents, Students, Staff, and Community	As needed	
PTO	Face to Face, Social Media, Website, and Newsletter	PTO	Parents, Students, Staff, and Community	As needed	
PYS (Patriot Youth Sports)	Face to Face, Social Media	PYS	Parents, Students, Staff, and Community	As needed	
Transportation	Face to Face, Instant Alert, text messages, letters/postcards	Transportation director, drivers, and business office secretary	Parents	As needed	
Teacher Communication	Face to Face, Class Apps, newsletters, emails phone calls, take home folders, Infinite Campus, and google classroom	Teachers	Parents and Students	Weekly and as needed	Preschool - 12th Grade
Teacher to Admin	Face to Face, Email, phone calls, text,	Teacher	Admin	As Needed	



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Admin to Teacher	Face to Face, Email, phone calls, text	Admin	Teacher	As needed	
Special Education	Face to Face, Email, phone calls, text	Special Ed. teachers and teachers, ISD staff	Administration, Parents, students, and staff	IEP timeline and as needed	IEP meetings and accommodation trackers
ISD Support Staff	Email, phone calls, text, Face to Face	Administration and staff	ISD staff	As needed	
IT	Service Desk Request	Technology Department	Staff, students, and community	As needed	Community because of the website
Facilities/ Custodial	Face to Face, Service Desk Tickets	Maintenance Supervisor	Administration and staff	As needed	
Students	Face to Face, Google classroom, Infinite Campus, email, and website	Students	Parents, Students and Staff	As needed	
Food Service	Menu and website	Food service director and IT support	Parents, Students and Staff	Monthly	
Paraprofessionals	Administration and Classroom teachers	Paraprofessional	Parents, Students and Staff	As needed	
Student Success Coach / Literacy	Assessments, coaching cycle, and	Student Success Coach and	Administration, Parents, Students	As needed	iRips



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Coach	data meetings	Literacy Coach	and Staff		

Chain of Command:

Parents contacting staff/teachers (academics, behaviors, school safety): Student, teacher, principal, superintendent, school board

Parents regarding Athletics: Wait 24 hours, student, coach, athletic director, principal, superintendent, school board

Parents regarding transportation: student, bus driver, transportation director, principal, superintendent, school board