# Eatonville School District Communications Plan

**Project/Program:** Highlight and Promote All District Schools  
**Goal:** Increase Awareness and Support of High Quality Work at All Schools

<table>
<thead>
<tr>
<th>Audience/Customer</th>
<th>Key Messages</th>
<th>Tools/Strategies</th>
<th>Frequency</th>
<th>Evaluation</th>
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| **Staff**         | ESD is focused on providing students with a rigorous, personalized, and well-rounded education.  
                   
                   ESD Staff are dedicated, talented, and making a difference for our students and families. | E-Newsletter (Constant Contact)  
Coffee Chats with Superintendent Bahr  
Skyward Announcements | Quarterly  
Five (one at each school)  
As Needed (more for emergency/breaking information) | Analytics on readership  
Annual Survey on Communications & Culture |
| **Parents/Families** | ESD is focused on providing students with a rigorous, personalized, and well-rounded education.  
                   
                   All ESD schools are high-quality, high-performing schools.  
                   
                   We personally know and care about your child and provide a personalized, quality educational for him or her. | Printed Newsletter, Mailed  
District Website  
FlashAlert  
Parent Phone Notification System | Quarterly: October – What’s New; January – Academics; March – Innovation; June – Recognition  
Minimum – Once a Month  
As Needed  
As Needed | Same as Above |
| **Community Leaders** | ESD is focused on providing students with a rigorous, personalized, and well-rounded education. | Key Communicators  
Speakers Bureau | Semi-Annual (re-invigorate membership)  
Semi-Annual (invitation to two community groups) | Meeting Evaluations  
Speakers Evaluation |
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<tr>
<th>General Public</th>
<th>We honor our rich traditions, while pursuing innovation to prepare students for a global economy. ESD is focused on providing students with a rigorous, personalized, and well-rounded education. We are good stewards of public funds.</th>
<th>Principal for a Day</th>
<th>Annual (Mid-January or Early February)</th>
<th>Event Evaluation</th>
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