

COMMUNITY ENGAGEMENT



Communication

Objective 1: Develop effective and inclusive communication strategies that are consistently implemented across the division.

Empowerment

Objective 2: Create opportunities that empower families and community stakeholders to effectively collaborate in the education of our students.

Partnerships

Objective 3: Seek and develop community partnerships that will provide the support and resources necessary to meet the needs of all students and families.

Environment & Culture

Objective 4: Create a welcoming school environment that values the different needs of our families and community.



Target Area: Community Engagement

Guiding Statement: Amherst County Public Schools believe that when schools, parents, families, and communities work together to support learning, students are more likely to earn higher grades, attend school more regularly, enroll in higher level programs, and graduate prepared to engage their world. With these important benefits in mind, it is critical that Amherst County Public Schools commit to forming collaborative partnerships with parents, businesses, and civic organizations in Amherst County.

Objective 1: Develop effective and inclusive communication strategies that are consistently implemented across the division.

ACTION STEPS

Strategies	Person(s) Responsible	Timeline	Resources	Monitoring
<p>Create a Communications Team to develop, monitor, and implement a Division-Wide Communication Plan.</p> <p>Elements of the plan should include:</p> <ul style="list-style-type: none"> • Social Media • Website Design • Youtube channel • Newsletters • Local Media strategies 	<ul style="list-style-type: none"> • Superintendent will create the Communications Team • Principals, • Central Office personnel • Information Technology Department 	<p>Fall 2019</p> <p>Update Annually</p>	<p>Social media accounts</p> <p>Technology resources</p> <p>Meeting dates/time</p> <p>Team members</p>	<p>Analytical data from social media pages/accounts.</p> <p>Data from subscribers</p> <p>Principals monitor teacher website, teacher newsletters</p>

	<ul style="list-style-type: none"> • Digital Media Communications Manager • Teachers • Community members 			
The Communications Team will research best practices in school-home communication and will recommend those practices in the Division-Wide Communication Plan.	<ul style="list-style-type: none"> • Superintendent • Communication Team members 	Spring 2020 Update Annually	Meeting dates/time for research Literature regarding communication practices Technology resources	Feedback from literature Team recommendations
Create a Division wide calendar that integrates school and community events.	<ul style="list-style-type: none"> • Supervisor of Technology • Superintendent • School Principals 	Spring 2020 Update Annually	ACPS Website and interface to support	Data collected for number of views Regular review/update to ensure accuracy
Survey Stakeholders (students, parents, staff, community) using multiple measures to determine effectiveness of current communication strategies and/or preferred means/types/frequencies of communication.	<ul style="list-style-type: none"> • Teachers • Principals • Central Office Staff 	Fall 2020 Conducted Annually	Technology resources Paper resources for hard copies Internet Domain (SurveyMonkey, etc.)	Data collected from surveys
Using stakeholder survey results, develop recommendations for the Division-Wide Professional Development Plan.	<ul style="list-style-type: none"> • Director of Academics • Superintendent • Director of Human Resources 	Review Spring 2021 Implement Fall 2021	Meeting Dates/scheduling Division-wide Calendar Funds for professional development	Data collected from surveys

Evaluation of Action Plan:

Objective 2: Create opportunities that empower families and community stakeholders to effectively collaborate in the education of our students.

ACTION STEPS

Strategies	Person(s) Responsible	Timeline	Resources	Monitoring
<p>Restructure Superintendent's Parent Advisory Board for the purpose of developing plans/strategies to improve school/parent collaboration. Strategies to be explored by this board will include:</p> <ul style="list-style-type: none"> • Development of a structural framework for Back-to-School Nights in the fall of each year. • Identify and train a "Family Champion" at each school to support school staff in identifying student/family needs and available resources. • Strategies for strengthening Parent Teacher Organizations. (PTO) 	<ul style="list-style-type: none"> • Superintendent • Advisory Board Members • Building Administrators • School Faculty/Staff • PTO 	<p>Restructure Board Fall of 2019</p> <p>Back-to-School Nights - Fall of 2020</p> <p>2020-2021 Update Annually</p> <p>PTO/Volunteers 2020-2021</p>	<p>Meeting dates</p> <p>Food/vendors</p> <p>Student showcase plans</p> <p>Outline/agenda of events</p> <p>Survey for families to complete</p> <p>List of families and volunteers</p> <p>Meeting dates</p>	<p>Data from Back-to-School Night Events (survey, attendance, etc.)</p> <p>Agendas from event</p> <p>Survey data</p> <p>List of families and volunteers</p> <p>Documentation of meetings, trainings, events, etc.</p>

Create and distribute survey focusing on parent needs and collaboration opportunities in order to build capacity of all parents/families.	<ul style="list-style-type: none"> Building administrators in collaboration with division-level support 	2020-2021	Meeting dates Survey	Survey data
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Evaluation of Action Plan:

Objective 3: Seek and develop community partnerships that will provide the support and resources necessary to meet the needs of all students and families.

ACTION STEPS

Strategies	Person(s) Responsible	Timeline	Resources	Monitoring
Create a division database of businesses and industries in Amherst County.	<ul style="list-style-type: none"> Supervisor of Career and Technical Education (CTE) Internship Coordinator Technicians CTE Advisory Board Career Counselor 	Spring 2020 Update Annually	Technology Chamber of Commerce Economic Development Amherst	Annually review
Each school will develop a list of resources needed and partnership opportunities with businesses and industries in Amherst County.	<ul style="list-style-type: none"> School Leadership Team 	Spring 2020 Update Annually	School specific survey document	Update survey each Spring

<p>Survey the businesses and industries in Amherst County to determine:</p> <ul style="list-style-type: none"> • Level of interest • Available resources • Needs 	<ul style="list-style-type: none"> • Supervisor of CTE • Internship Coordinator • CTE Advisory Board • Career Counselor 	<p>Spring 2020</p> <p>Update Annually</p>	<p>Business specific survey</p> <p>Chamber of Commerce</p> <p>Economic Development Amherst</p>	<p>Update survey each Spring</p>
<p>Pair schools and businesses based on identified needs and available resources.</p>	<ul style="list-style-type: none"> • Superintendent • Supervisor of CTE • School Administration 	<p>2020-2021</p> <p>Update Annually</p>	<p>Division database of businesses and industries</p> <p>Survey results</p>	<p>School/Business Mid-Year and Year End Assessment</p>
<p>Develop a business and industry recognition program (ie: appreciation banquet).</p>	<ul style="list-style-type: none"> • Supervisor of CTE • Superintendent • Principals 	<p>Spring 2021</p>	<p>Financial</p> <p>Facility</p> <p>Recognition materials</p> <p>Social media</p> <p>Media outlets</p>	

Evaluation of Action Plan:

Objective 4: Create a welcoming school environment that values the different needs of our families and community.

ACTION STEPS

Strategies	Person(s) Responsible	Timeline	Resources	Monitoring
<p>Create school events designed specifically to bring community into our school (i.e. AMS Alumni Day, School Board Meetings at schools, etc.).</p>	<ul style="list-style-type: none"> • Superintendent • School Administration 	<p>2019-Continually</p>	<p>Calendar of events, Community Survey, Chamber Commerce</p>	<p>Annually Review, Steering Committee</p>

Each school will be responsible for creating an aesthetic that is welcoming to the public.	<ul style="list-style-type: none"> • Building Administration • Assistant Superintendent • Director of Maintenance 	2019-Continually	Local gardening clubs, VA Cooperative Extension Agency Advisory Committee, Second Stage, Student Leadership Teams framing and hanging artwork throughout the hallways.	Student Leadership, Building Administration, Assistant Superintendent and Advisory Committee
Provide professional development to improve school personnel communication skills.	<ul style="list-style-type: none"> • Human Resources • Building Administration 	Starting 2020	Professional Development Committees, Outside Consultants	Update Annually, school and community survey
Address communication barriers as it relates to English as a second language assuring that translating services are provided in both written and spoken communication.	<ul style="list-style-type: none"> • Superintendent • School Administration 	Spring 2020 - update Annually	English Language Learners (ELLs), Community Directory, signage	Superintendent, building admin.
Develop and integrate a schedule of in-the-community events to replace/augment existing structures of Back-to-School nights, conferences, etc. at strategic locations (developments and neighborhoods) around Amherst County.	<ul style="list-style-type: none"> • Superintendent • School Administration 	Immediately; update Annually	Chamber of Commerce, Community survey, parent advisory, "Show Cases" i.e. Career and Technical Education, dinners, learning events, panels	Update Annually, Parent Advisory Committee, Steering Committee

Evaluation of Action Plan:

ACPS Comprehensive Plan Continued On Next Page

