

~~Continue and expand programs to award teachers and show the community's appreciation of their contribution to our community.~~

~~Continue with the Molin awards. Teachers very much look forward to these and greatly appreciate them.~~

~~See goal above to simply listen to teachers.~~

Improved Communication

Improve the effectiveness of two-way communication between the school and the school community and between the schools and the larger community.

Vision Statement

Communication is regular and open. The level of trust is high. There are few occurrences of lack of communication or of mis-communication. Members of the Newburyport Public School community feel that their concerns are heard by the District. Newburyport continues to monitor and improve communication at all levels: teacher-parent, school-parent, school-teacher, district-parent, district-teacher, and district-Newburyport.

Opportunity for Improvement

Newburyport Public Schools recognize that communication between a school and its constituents can never be good enough. The same is true for the district as a whole. School District to citizen communications appears to need special attention. The Newburyport Schools recognizes that excellent two-way communications provides the basis for increased financial support of the schools, better knowledge of the areas in which the Schools should improve, and for improvement of trust between Newburyport citizens and its schools.

Root Cause: Positive happenings aren't well communicated

Newburyport Schools need to improve communication to community about the multitude of great things going on in the Schools.

Long Term Strategies	FY09 Specific Actions
Improve school and District web sites in content, currency, and usability to increase public use.	

Long Term Strategies	FY09 Specific Actions
<p>Improve District to community communications.</p>	<p>The School Committee will publish several issues of a newsletter which highlights our instructional initiatives, school improvement plans, financial planning, and student and staff successes.</p> <p>The School Committee will establish "Conversations about Education" as part of its regular meeting. These "Conversations" will each feature a topic appropriate to our schools, and will allow the public to engage in a discussion about them.</p>
<p>School newsletters are issued regularly and target student and staff successes, instructional initiatives, school improvement progress. Superintendent and Schools communicate school system goals and progress regularly to parents and the community through newsletters, bulletins, position statements, and any other appropriate means.</p>	
<p>Have more literacy and math nights at the elementary level and more curriculum/instruction sessions for parents at the Middle School and High School.</p>	<p>Continue offering literacy and math nights. Update and improve these events based on feedback from FY08's events.</p>
<p>Explore grant to support or work with City to support employment of a public relations specialist to strategically communicate.</p>	
<p>Display and advertise more student work and activities through as many community avenues as possible.</p>	<p>School Committee to take a lead in advertising student work and activities.</p>
<p>Work with specialists within the school to help provide obvious community public relations via the arts and technology.</p>	
<p>Stay in weekly contact with the local area newspapers. Assign a contact person to work with a contact person at the newspapers.</p>	

Root Cause: Insufficient opportunity to provide feedback to schools

Long Term Strategies	FY09 Specific Actions
Use surveys creatively to gather information and feedback to NPS.	See goal below on parent and community surveys.
Provide focus group venues for two-way communication on important subjects at school and district levels.	

Root Cause: No data baseline for two-way communication

Long Term Strategies	FY09 Specific Actions
Develop clear baseline information by standardizing on survey questions that can be repeated annually.	School Committee to establish metrics for measuring two-way communication with the public.
Use surveys creatively to engage the public.	Continue to use end-of-year parent and community surveys. Modify the surveys to insure that they evaluate communication effectiveness with parents and the broader Newburyport community. Surveys should evaluate specific mechanisms (newsletter, phone system, etc.) for their perceived effectiveness.

~~**Improved Appreciation for Diversity**~~

~~Members of the Newburyport Public Schools community recognize the strength and wisdom in having a diverse and respectful community. Members report an increased feeling of respect by others in the school community.~~

~~***Vision Statement***~~

~~Newburyport recognizes that the strength of its school system is built on diversity. The broader and wider its foundation of unique values and strengths, the stronger and higher Newburyport can build its~~