



Searcy School District
Communications &
Engagement Plan
2024-2025



MISSION

Ensuring high levels of learning for ALL

Searcy School District
801 North Elm Street
Searcy, Arkansas 72143

Communication/ Community Engagement Vision

Searcy School District's communication and community engagement plan will be used as a tool to ensure that all communication techniques align with the strategic plan of communicating in a consistent platform, making programs and events more easily accessible through several mediums, ensuring culturally sensitive communication and opportunities, providing equitable resources and opportunities for all, and establishing standardized, effective communication and engagement.

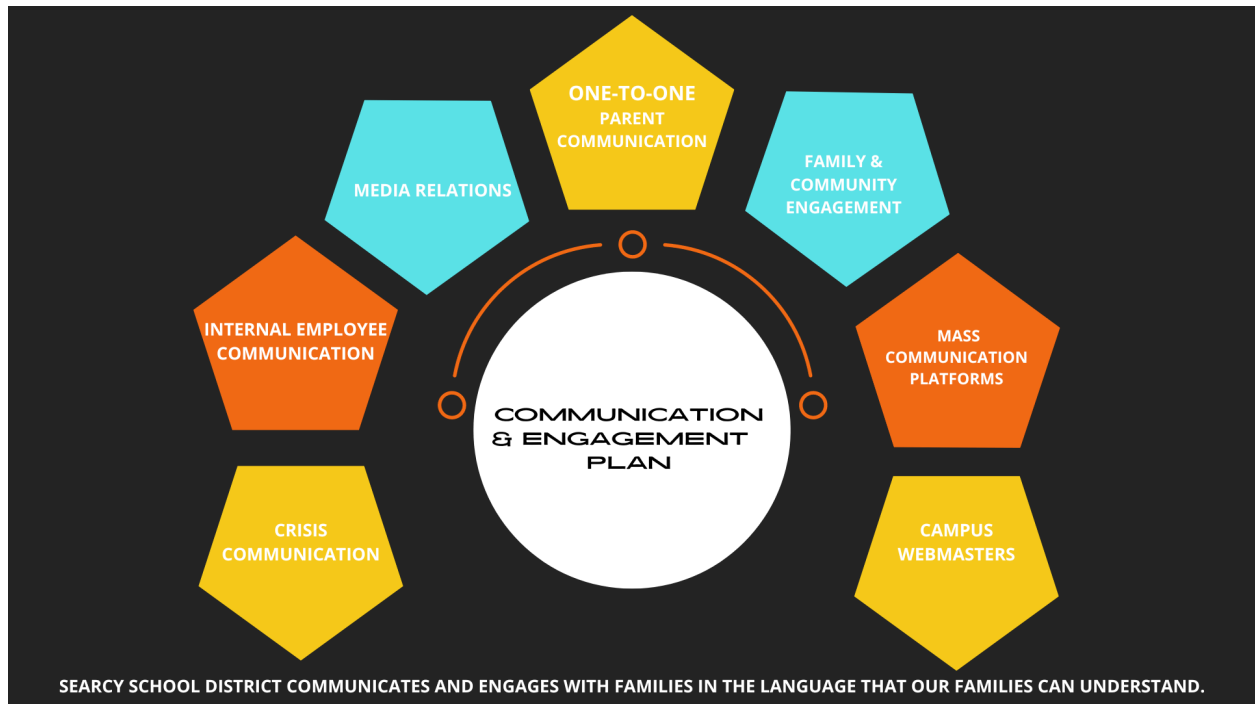
Target Audience

Board of Education
Community
Media

Families
Searcy School District Employees
Students

Committee Members

Dr. Bobby Hart, superintendent
Betsy Bailey, communications/community relations
Ashley Green, classified staff and secondary parent representative
Kassie Day, elementary teacher
Marsha Green, administrator
Jaclyn Seiders, EL coordinator
Patti Kitts, instructional technology facilitator
Kevin Beirne, secondary teacher and extracurricular representative
Joanna Ronnau, elementary parent representative



Crisis Communications

As a member of the National School Public Relations Association (NSPRA), Searcy School District Communications Office has access to the Crisis Communications Publication. This provides templates for all school communications in regard to crisis response.

The platforms used regarding crisis communication will be adapted to the specific crisis and Superintendent and Communication Director will work closely with the Crisis Management team to disperse information accordingly.

- **School Closure**

In the event Searcy School District must close school or run a different schedule, our families and staff members will be notified via text message and voice call. Closure information will be placed on Channels 4, 7, and 11, radio, and our social media pages.

Internal Employee Communications

Superintendent and communications director provide employees pertinent information via district-wide email and text messaging through Apptegy Thrillshare. Weekly activity calendars are sent out on the Friday prior to the upcoming week.

Building levels utilize email and texting groups to disseminate information to staff. Depending on the campus, staff members may have access to an information hub as well.

Media Relations

All media contact should be directed to the Superintendent, Communications Director, or assistant superintendents with the exception of sports in relation to statistics and athletic performances. If media contacts an employee directly related to school, the building level principal and district communications office should be notified immediately. All academic and event media coverage is welcomed and encouraged to be highlighted, but must be approved beforehand.

Searcy School District works closely with the media ensuring it is informed of upcoming board meetings, is aware of events happening at the school buildings, and is notified of special recognitions of students and staff members. Special programs are pitched to news outlets for coverage periodically.

Communications/community relations director presents a weekly radio update informing patrons of events and recognitions. Staff members and students are often invited to be guests on the morning radio show to publicize programs or events.

One-to-One Family Communication

- **School Status (Family/teacher Communication)**

School Status is a communication tool that enables teachers and staff to communicate directly with the parents at any time. Teachers may use the broadcast feature sending emails and/or text messages to entire classes or send personalized messages (texts/emails/calls) to parents of specific students. The direct messaging may consist of school and/or district-wide information for upcoming events, news, and surveys or inform parents of their child's academic progress and upcoming school assignments. Messages are sent in the primary language of the students' family.

- **Parent/Teacher Conferences**

Searcy School District schedules two parent conferences annually. The first conference is held at the end of the first quarter, and the second conference is held during the third quarter. Translators are present during parent/teacher conferences.

- **Global Interpreting Services**

Searcy School District utilizes a translation service that allows parents who speak a language other than English to call the school campuses with a translator on the line for immediate translation and assistance.

- **Technology Support for Families**

Families have access to technology support and may contact techhelp@searcyschools.org if required.

- **Campus Newsletters**

Campuses and individual teachers may provide building or classroom newsletters through hard copy print or digitally.

- **Meal Balance Notification**

If students have a negative meal balance in their breakfast/lunch account, families receive direct notification at the end of the school week.

- **Student Absentee Notification**

Parents receive a text message alerting them that their child has been counted absent for one more class period on days they are marked absent and it has not already been excused.

Family and Community Engagement

- **Annual Report to the Public**

Each October, Searcy School District Superintendent and campus principals present data from the previous year to inform the Searcy School District Board of Directors and the community about the status of Searcy School District's academic performance.

- **Volunteer Tracking and Recognition**

Searcy School District will track volunteer service hours and recognize the valuable contributions the volunteers make annually at a special event or during a school-sponsored event.

Searcy School District will develop a tracking system for campuses and district employees to use that will provide number of hours, volunteer activities performed, and it will be presented to family engagement coordinators for recognition purposes.

- **Coffee/Afterhours with the Superintendent**

Parents and community members are invited monthly to visit with the Superintendent while enjoying an informal conversation over coffee and pastries or afternoon refreshments. It will serve as time to share news and events and accept feedback from parents and the community at large.

- **Civic Involvement**

Superintendent, assistant superintendents, and communications/community relations director participate in civic groups as representatives of Searcy Public Schools. District

administrators work closely with booster clubs, parent organizations, and local businesses promoting positive partnerships between school and community.

- **Family Support Events**

Searcy School District will provide family events that will provide resources for families in regard to mental health, social services, and equipment to ensure needs are being met within the home. Events will promote a culture of inclusivity through culturally diverse topics which may focus on academics, college/career readiness, parenting strategies, and more opportunities for parents to be on campus both during and after school hours.

Campus Webmasters

Each campus has its own webmaster who pushes out information about his/her specific campus. The webmaster is required to participate in annual training ensuring the campus's website and social media are up to date and new features are learned and utilized. Principals and webmasters have access to the particular campus's mass communication platforms.

Mass Communication Platforms

The Communications Director will keep employees, school families, and community members informed through publications, events, social media, district website, and video. Multimedia presentations are produced for community meetings, school board meetings, internal leadership meetings, and other opportunities as they arise.

- **Social Media**

Searcy School District utilizes social media pages providing information and school news in real time to the community. These pages are used to celebrate good news, publicize events, and be used as a secondary method of notification of school closures and emergencies. These pages aim to engage the community about happenings at each campus and within the school district. Pages may include academic instruction, state and national educational topics, and achievements of student and staff members.

☐ *Facebook*

District
Schools

☐ *Twitter*

District
Schools

☐ *Instagram*

District
Schools

☐ *Youtube*

District
SHS Lion TV

Thrillshare

Thrillshare through Apptegy is a tool that allows school officials to post to social media, update the website, and utilize a mass texting and/or call feature. The mass communication tool is used to keep families apprised of important information and reach a large population within one platform simultaneously.

Update-district newsletter

Searcy School District puts out a monthly newsletter that combines all campuses' and district's news and information through a digital newsletter platform. The Update is used to highlight students, staff members, and share calendars and photographs.

Contact Us

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