



# Roadmap 2025 2026 COMMUNICATION

Kelso School District fosters open, collaborative, and transparent communication with all stakeholders, strengthening trust and increasing support for district programs and initiatives.

Goals	IMPLEMENTATION MEASURES	IMPACT MEASURES
Engage with Kelso community using a variety of media to maximize awareness and support of the district's mission, vision, goals, and programs	<p>Continue regular engagement via <i>Hilander Highlights</i>, <i>Family Connection</i>, Chamber newsletter, and surveys</p> <p>Maintain and update information on district websites</p> <p>Maintain proactive media relations</p> <p>Use social media channels to provide timely and relevant information</p> <p>Increase communication with under-engaged populations</p>	<p>Access to timely and relevant communication for targeted audiences</p> <p>Appearance of positive news stories in the media monthly</p> <p>Passage of levies and bonds</p> <p>Identify barriers and increase engagement as measured by website/newsletter analytics</p>
Enhance effective staff and student internal communication to improve engagement	<p>Communicate strategic goals and solicit staff and student voice:</p> <ul style="list-style-type: none"> <li>• <i>Inside Connection</i> for all staff</li> <li>• Safe Schools Emergency documents</li> <li>• 100% posters, Grad Rate posters, Class of posters</li> <li>• Timely district department updates for all staff</li> <li>• Listening Tours and surveys</li> </ul>	<p>Staff and students know district mission, vision, goals, and progress</p> <p>Staff and students are valued, connected, and honored</p> <p>Staff and student yearly recognition and appreciation campaigns</p>
Achieve coordinated communications with local, regional, and state agencies for safety preparedness and crisis management	<p>Enhance key communicator network connections among regional leaders</p> <p>Build and maintain partnerships with local business and community leaders</p> <p>Develop and standardize key safety preparedness and crisis communication protocols and documents</p>	<p>Align messages among key local communicators, particularly in regard to crisis management</p> <p>Increase community and regional partnerships</p> <p>Increase confidence in district safety preparedness and crisis management from staff, students, families, and key community leaders</p>