

**Santa Fe Trail
UNIFIED DISTRICT NO.434
GOALS
February 2021**

GOAL (A): District Communication Plan

ACTION PLAN PURPOSE: Improve Communication to all Stakeholders

ACTION STEP	ACTION PLAN STRATEGY	WHO'S RESPONSIBLE	TIMELINE	EVALUATION
1	Increase parent compliance with updating directory information	Administration		<ul style="list-style-type: none"> • Review staff plan • Qualitative summary of staff reports
2	Provide information to families regarding classroom instruction, curriculum, and activities	Administration		<ul style="list-style-type: none"> • Review staff plan • Survey data from families
3	Provide information through a variety of media to reach parents and district residents	Administration		<ul style="list-style-type: none"> • Review staff plan • Survey data from community
4	Build trust with the community and staff with transparency.	Administration and Board of Education		Survey data from community
5	Increase communication regarding reasons for changes in the district to help address resistance to change within the community.	Administration and Board of Education		Survey data from community
6	Examine causes of enrollment loss and develop a plan to address those reasons that can be influenced by the BOE.	Administration		<ul style="list-style-type: none"> • Data regarding causes • Review staff plan • Enrollment trends