



**Communications  
&  
Community Engagement  
Workplan Update**

April 23, 2025

# Guiding Questions

1 How does the District communicate with stakeholders?

2 How does the District engage stakeholders/community partners?

# Guiding Question

1 How does the District communicate with stakeholders?

# Regular Communication with Stakeholders

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- Board Highlights
- District Newsletter
- School Newsletters
- CUSD 200 App
- Rooms (high school athletics/activities)
- Social Media
- Website
- Mailers

# Communications Audit

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- Vision 2026 Strategy
- District Audit completed in Summer 2024 with CESO Communications
- Internal building level audit ongoing
- Newsletter audit
  - School newsletter survey to parents this spring
  - District newsletter survey to community this fall

# Two-Way Communications

- Vision 2026 Strategy
- Identify a tool that is SOPPA compliant and allows for two-way communication between staff, students and parents
- Rooms - integrated within existing CUSD 200 app, syncs with student information system (SIS)
  - Pilot for high school athletics and activities during 2024-25 school year
  - Evaluating future of Rooms:
    - Conducting feedback survey with staff, students and parents
    - Demo with multi-lingual and special education departments

# Crisis/Mass Communications

- Alerts sent to families via email, call/text, website, CUSD 200 app depending on severity of situation
- Families may receive a communication when:
  - There is a potential risk or threat to the safety and security of students and staff
  - There is a change or impact to normal school operations that will affect students/families
  - Students may be impacted by a crisis situation in the classroom, school, bus or nearby vicinity
- Community Resources: CUSD 200 Safety Website & SEL Website

# Crisis/Mass Communications

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Emergency/crisis communications may be reviewed by:

- Director of Community Engagement and Communications
- Principal
- Local Law Enforcement/Public Information Officer (PIO)
- Superintendent
- Senior Leadership Team Members



# Guiding Question

1 How does the District engage stakeholders/community partners?

# CUSD 200 Engagement Opportunities

- Community Engagement Opportunities
  - State of Schools
  - Local Elected Officials Breakfast
  - Feedback/Input Community Engagement Sessions (e.g. facilities needs, boundary changes)
  - Surveys (e.g. Rooms, Newsletter, 5Essentials, Staff Morale Survey)
- School-Based PTA's & Boosters
- District PTA Council
- Student Ambassadors
- Student Leadership Groups
- Student Excellence Foundation
- Curriculum committees for staff
- Citizens Advisory Committee
- \*New - Parent Advisory Groups\*
  - Bilingual Parent Advisory Committee
  - Special Education Advisory Council
  - Career Pathways Advisory Council
  - School Safety and Student Wellness Advisory Council
  - Technology Education Committee

# Other Community Engagement/Partnerships

- Municipalities
- First Responders
- Municipal PIOs
- Chamber of Commerces
- Park Districts
- Libraries
- Service Clubs (Rotary & Lions)
- Free Mobile Food Pantry
- Christmas Sharing Programs
- Weekend Food Bags
- Annual School Supplies
- Local Business Partnerships
- Neighborhood Roll Calls
- Outreach
- And more

Questions?