

MASON SCHOOL DISTRICT

Policy EG: Creation of Communication Plan

Category: Recommended

Purpose. The Board's objective is to improve internal and external communications by providing clarity and consistency in school communications amongst stakeholders. This policy will guide the creation of a District Communication Plan ("Communication Plan" or the "Plan").

- A. **Plan Preparation and Contents.** The Board directs the Safety Committee/Joint Loss Management Committee to prepare a Communications Plan that addresses at least the following:
1. Plan goals and general provisions - identifies the general goals of the Plan, identifies the multiple audiences/recipients of District communication, and identifies the available methods and modes of communication with some consideration of the pros and cons of each.
 2. Implementation – describes how components of the Plan will be implemented and will specify which staff members are responsible.
 3. Communication to Internal Stakeholders – describes how to best communicate general or specific information to staff, students, and volunteers.
 4. Communication to External Stakeholders – describes how to best communicate with external stakeholders (i.e., parents, the community, parent groups, other districts, etc.).
 5. Crisis Communications Plan – coordinates the Communication Plan to the relevant provisions of the Emergency Operations Plan prepared under Board policy EBCA, including staff responsibilities, training requirements, communication tools, media plans, and message-specific templates.
 6. School Cancellations - outlines protocols for communicating a school day cancellation, delay, or early release due to inclement weather or other emergency reasons as provided by Board policies EBCD and EBCE
 7. Off-campus School activities - outlines how to best communicate incidents or emergencies that occur while students are off campus on field trips or travel sporting events (i.e., anywhere that students are transported by the District).

8. Recommendations - outlines suggestions and recommendations relating to infrastructure or resources for future improvements to communication channels.
9. Other - Such other information, recommendation and provisions the Superintendent, deemed appropriate.

Biennial Review and Update

The Superintendent and/or designee shall ensure that the Communication Plans and all procedures and protocols adopted pursuant to this policy are reviewed no less than every two (2) years and updated as necessary.

District Policy History:

First reading: August 18, 2025

Second reading/adopted: August 18, 2025

District revision history:

Cross References

Code	Description
BHC	<u>Board-Employee Communications</u>
EBB	<u>School Safety</u>
EBCA	<u>Crisis Prevention and Emergency Response Plans</u>
EBCD	<u>Emergency School & District Closings</u>
GBD	<u>Board-Employee Communications</u>
GBEAA	<u>Confidential Student Information (dually coded with JRB)</u>
IJO	<u>School, Family and Community Partnerships (Dually coded with KA)</u>
JRB	<u>Confidential Student Information (dually coded with GBEAA)</u>
KA	<u>School, Family And Community Partnerships (dually coded with IJO)</u>
KCB	<u>Community Involvement in Decision-Making</u>
KD	<u>School District Social Media Websites</u>
KD-R(1)	<u>School District Social Media Websites - Regulations</u>

KDC

[Website Publishing](#)

KDC-R(1)

[Website Publishing - Student
Publications/Productions/Website Publications](#)

KE

[Public Complaints](#)

KEB

[Public Complaints about School Personnel, Employees,
Students or Administration](#)