



COMMUNICATIONS PLAN

2024-25

HAMILTON COMMUNITY SCHOOLS



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Michael Gruennert, Director of Finance & Operations
Zach Harig, District Communications Coordinator
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Laura Zeinstra, Director of Teaching & Learning
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Hamilton Middle School

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Sean Deiters, Assistant Principal
Kris Henrickson, Building Secretary
Shawna Cozzello, Building Secretary
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Bentheim Elementary

Jared Randall, Principal
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Hawkeye Preschool

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Hamilton Community Schools Communication Plan

Overview

Hamilton Community Schools is committed to providing each individual student with the tools they need to thrive; now and tomorrow. To achieve this, we must consider a multi-tiered approach to education, including a student-centered and individualized pathway to success following the 'Each Will Thrive' motto of the district.

Hamilton Community Schools remains committed to communicating with its stakeholders across the community in several different ways to ensure understanding from all.

Principles

Hamilton Community Schools' communication plan is developed to assure:

1. Transparency to all stakeholders from the administration office, to the classroom, and everywhere in between.
2. Two-way communication with all Hamilton Community Schools stakeholders.
3. To spread an understanding of where communication will come from and when throughout the district.
4. To help knowledge and understanding about the happenings within the district.

Vision

Hamilton Community Schools Communications Plan will be utilized as a tool to ensure that all communications align with the strategic goals of the district. The plan will be continually evaluated and updated as needed. It is the vision of Hamilton Community Schools and Superintendent Dr. Bradford Lusk to effectively communicate with all stakeholders and create an environment of transparency, collaboration, and sense of community.

Through efficient and productive communications with all stakeholders, the district will be known for providing a quality education for all students. The district will actively pursue two-way communications by listening to its staff and community to continuously improve and evaluate communications efforts. This plan will also help our employees be knowledgeable ambassadors for the district, as they communicate key messages to the community.



Communication Platforms

Hamilton Community Schools has several platforms to communicate with its stakeholders, including:

Website

The district website is the home to several different resources for parents, students, staff, and community members. On the homepage, stakeholders will find articles from across the district, highlighting the positive happenings in our buildings, but also communicating any important happenings for both today and tomorrow.

Social Media Platforms

Hamilton Community Schools will continue to use Facebook, Twitter, and Instagram to provide real-time district and school news to the community. These social media platforms serve as a tool to relay information of school closures, emergencies, positive happenings, and events. These pages aim to engage the community and all stakeholders about local, state, and national education while also posting achievements from our students, staff, and community.

School Newsletters

Every building in our district is responsible for putting out a school newsletter at least every month to help communicate happenings. Moreover, these newsletters will help prioritize the important events, tests, and supplies that students and parents need to be aware of. These will also help parents stay knowledgeable and up-to-date on all occurrences inside of their child's specific building.

Emails

Email is one of the most utilized method of communication for Hamilton Community Schools. Our district principals, secretaries, administrators, and/or directors may utilize district-wide emails in case of emergency, school closures, or any other occurrence deemed necessary.



Communication Platforms (Continued)

Phone Calls

District-wide phone calls will notify parents immediately, only in case of emergency or school closure.

Transcript

The bi-monthly publication of Hamilton Community Schools 'Transcript' helps spotlight important student, staff, and community accomplishments and goals while also focusing on the district's strategic plan. The Transcript is mailed to every home inside of the Hamilton school district and can also be found on our district website.

Board of Education Meetings






The public is invited to take part in the Hamilton Community Schools Board of Education meetings on the first Monday of every month. These meetings can be found on the district website under 'Board of Education' with a downloadable calendar with BoE events.

'Scoop with the Supt.'

Hamilton Community Schools superintendent, Dr. Bradford Lusk invites the public to join him for 'Scoop with the Supt' at the Hawks Nest Restaurant in Hamilton twice per month during the school year, on the first and third Thursday of each month from 9:00-10:00 AM. These dates can be found on our Hamilton Community Schools Facebook page under 'Events' and will also be posted on our social media page 48 hours in advance.



Communications Table

Type of Information	 Website	 Email	 Phone Call	 Text Message	 Social Media
General Info	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Emergency	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Early Dismissal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Delayed Opening	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
School Closures	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Forms	<input checked="" type="checkbox"/>				
Community Promotional (non-school)	<input checked="" type="checkbox"/>				

Note: The above table is a guide. Every effort will be made to adhere to this guide but circumstance may dictate deviations.



Steps of Communication

Hamilton Community Schools has implemented a Steps of Communication plan to allow for easily accessible two-way conversations between stakeholders and the district staff. The following is a step-by-step chain of command if concerns or questions arise.

Instruction/Curriculum

1. Classroom Teacher
2. School Principal
3. Director of Teaching & Learning
4. Superintendent
5. Board of Education

Athletics

1. Coach (24 Hour Rule to Contact)
2. Athletic Director
3. Principal
4. Superintendent
5. Board of Education

Special Education/Preschool

1. Classroom Teacher
2. School Principal
3. Director of SPED
4. Superintendent
5. Board of Education

Transportation

1. Bus Driver
2. Principal
3. Director of Transportation
4. Superintendent
5. Board of Education

Facilities & Grounds

1. School Principal
2. Director of Grounds/Facilities
3. Superintendent
4. Board of Education

Food Services

1. Food Services Director
2. School Principal
3. Superintendent
4. Board of Education