

Communications

The District's goal is to communicate effectively and promptly regarding the processes and procedures to safely open schools for students and staff, including alternative options such as the CdA eSchool (online school), changes in the risk category and level of District operations, and site-specific responses to positive cases and/or exposure.

Objectives:

- Be reassuring: We have a plan, we follow the plan, health and safety are priorities
- Be clear and consistent: Minimize confusion, misinformation, mistrust
- Be transparent: We share what and why, report outbreaks promptly
- Be timely: Anticipate and answer questions before phones start ringing
- Provide connections: To school-based, District and community resources
- Welcome input: Offer ongoing opportunities for feedback from anyone

Audiences:

- Staff
- Students
- Parents
- Media
- Community
- Support organizations

Multimedia approach:

- Email and text messages to families
- Smore newsletters
- District-produced videos, school-produced videos
- Facebook, Twitter, YouTube, Instagram
- District and school websites
- Mobile app alerts
- Local media
- Printed materials (guide to the school year, signs in schools)

Roles and responsibilities:

- Clear points of contact
- District-level communications
- School and classroom-level communications
- Provide messages for schools and teachers to include in their communications
- Adhere to all FERPA, HIPAA and ADA requirements concerning confidentiality

Priorities for external (family) communications

- Communicate with families what can be expected for instruction, student services and family support under each risk stage and level of operation:
 - Traditional learning model (fulltime in classrooms)
 - Blended learning model (part time in person, part time via distance learning)
 - Full distance learning
- Coordinate with the District's Health Services staff and Panhandle Health District to communicate about positive cases, potential exposure and close contact involving students, staff or visitors.
- Communicate with families how schools will transition between different levels of operation and what resources are available to assist them.
- Coordinate with the District's Technology Department to communicate about distance learning opportunities and assistance with student technology.
- Coordinate with Nutrition Services to communicate about meal services for students in blended learning and full distance learning stages.
- Coordinate with School PLUS to communicate about District child care services.
- Coordinate with the District's Social-Emotional Learning, Title and Hope on the Homefront programs to communicate about District and community support and resources for students and families.
- Assist schools in maintaining consistent and accurate communications to families regarding guidelines and day-to-day operations.
- Ensure all District and school communications maintain confidentiality as required by the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), and Americans with Disabilities Act (ADA).
- Maintain open lines of communication with families.

Priorities for internal (staff) communications

- Communicate with school personnel the expectations for working under each risk stage and level of operation:
 - Traditional learning model (fulltime in classrooms)
 - Blended learning model (part time in person, part time via distance learning)
 - Full distance learning
- Coordinate with the District's Health Services staff and Panhandle Health District nursing to communicate about positive cases, potential exposure and close contact involving students, staff or visitors.
- Communicate with school personnel regarding transitions between different levels of operation and how this affects working conditions.
- Coordinate with Human Resources on updates to working conditions, personnel policies and staff resources.
- Maintain open lines of communication with staff and the Coeur d'Alene Education Association, and address questions and concerns promptly.