



THE INTERNATIONAL SCHOOL

Communication Framework - *Guidelines*

A successful school community thrives in an atmosphere that includes effective communications between and among its many constituent groups. These include school faculty, members of the administration, students, parents, board members, and others. The intention of this document is to serve as guidance in the realm of communication for The International School (TIS) community members as we continue to develop and grow.

Following are some of the major principles of appropriate and effective communications which will take place within our school community.

PRINCIPLES

The goal for all TIS communication is to be:

- **Direct** - from the person who has the information to the person/people who need(s) the information
- **Regular** – so that people know what kind of information to expect when
- **Accessible** – making information easy to find and refer to
- **Contextual** – providing background & explanation for those who are new to any particular issue
- **Appropriate** – using methods (i.e. in person, web, e-mail, US mail) that make sense for the audience and type of communication
- **Responsive** – providing means & encouragement for communication to be multi-directional, for people to ask questions, make comments, etc.
- **Timely** – presented with as much notice as practical for the information and circumstances
- **Respectful** - with tone and presentation that acknowledge everyone's desire for a good outcome

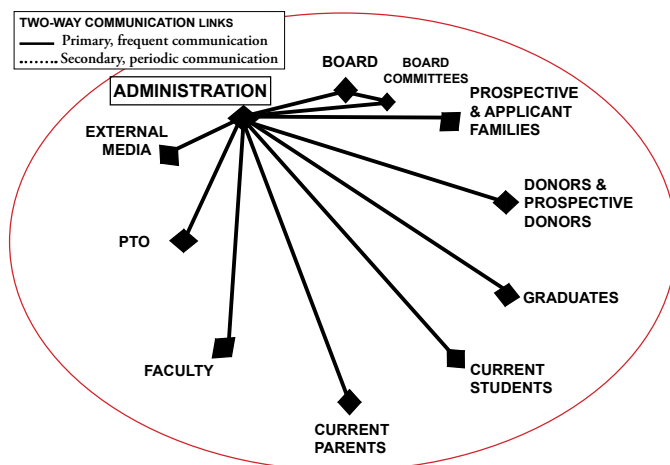
It falls to each TIS community member to apply these principles to all communications. The next section outlines the paths and nature of appropriate communications within the community.

COMMUNICATION AUDIENCES & TOPICS

For each TIS constituent group, this section outlines the primary and secondary communication audiences and the nature of appropriate communications between them.

ADMINISTRATION

The administration includes the Head of School, Principal, Admissions Director, Business Manager, Marketing & Communications Director, Facilities Manager, Administrative Assistant and Receptionists.



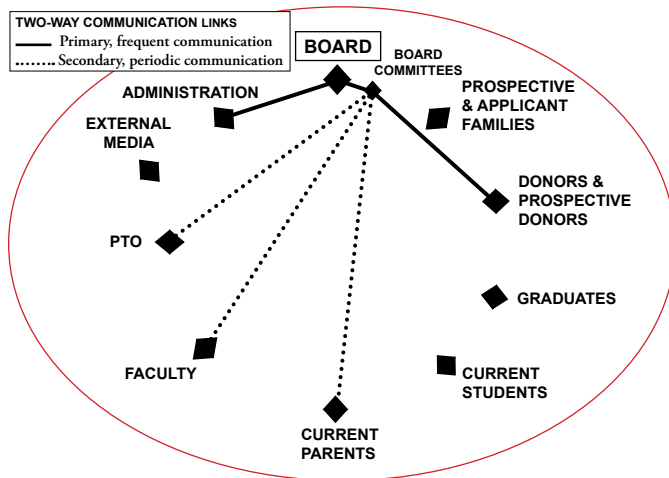
The Nature of Appropriate Communications

- As appropriate to each person's job function, administrative staff members communicate with community members about school policies, appropriate long-range and strategic issues, student performance, discipline, facilities, admissions, marketing, billing and financials, fundraising, school activities and events.
- The Principal and Head of School also communicate with the faculty about personnel matters.
- **All communication with external media must be directed through The Head of School and Marketing Director.**

BOARD OF TRUSTEES

The Board of Trustees consists of community members with expertise needed to govern the school. This includes a balanced combination of TIS parents, non-parent community members, the Head of School, and the PTO president (who is elected by the prior year's parent body).

Board Committees are specifically chartered groups generally chaired by board members to address specific school priorities either on an on-going or time-limited basis. (i.e. finance committee is on-going, head search committee is time-limited). Board committees report to the full board and may include school staff and other non-board community members.



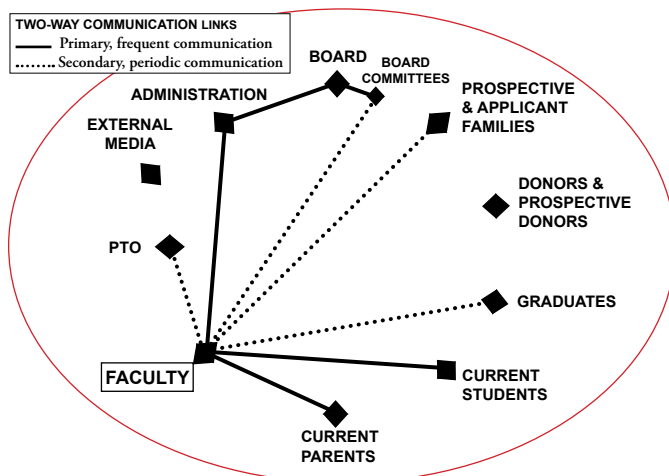
The Nature of Appropriate Communications

Trustees communicate -

- Primarily with the Head of School on issues of school policy, Head's performance, fundraising and long term considerations;
- Periodically, through board committees, with current parents, teachers and donors about fundraising and appropriate long-range and strategic issues.

FACULTY

The faculty includes all teachers and teaching assistants, the librarian and curriculum coordinators.



The Nature of Appropriate Communications

Faculty members communicate -

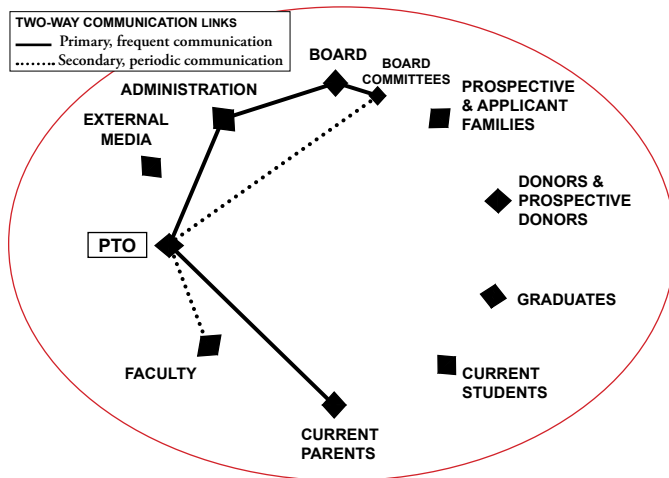
- Directly with current parents and students about individual student performance and class activities;
- Directly with parent volunteers about class events;
- With appropriate members of the administration on personnel matters, student achievement, school activities, school policies, and school and classroom resources.

Faculty members also communicate periodically -

- With PTO officers about school events;
- To the board through the Head of School or board committees regarding appropriate long-range and strategic issues;
- With applicant families to explain classroom activities;
- With former students about those students' educational experiences.

PARENT-TEACHER ORGANIZATION (PTO) OFFICERS

The PTO officers consist of parents with currently enrolled students who are generally elected by the prior year's parent body to be president, vice-president, secretary, treasurer, and new parent liason(s). The PTO works through the Head of School's office in support of the school.



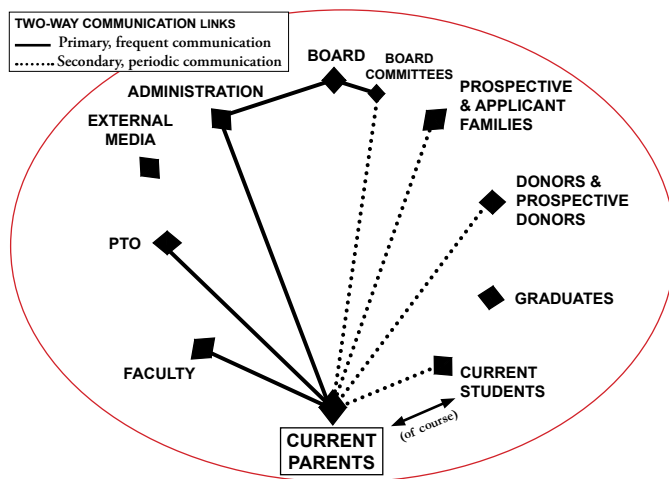
The Nature of Appropriate Communications

PTO officers communicate -

- Directly with administration and current parents about school events and fundraising;
- Periodically with the faculty about supporting school events and fundraising;
- Periodically with board committee members about fundraising and appropriate long-range and strategic issues.

The PTO president is also a member of the Board of Trustees.

CURRENT PARENTS



The Nature of Appropriate Communications

Parents and other family members with currently enrolled students communicate frequently with -

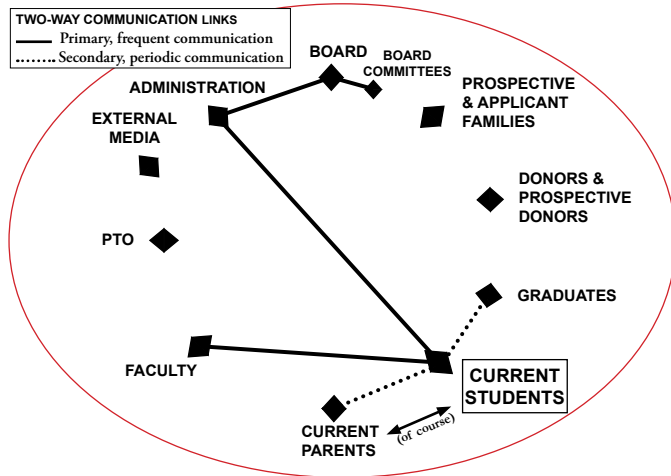
- Their child's teacher about their own child's performance, discipline and participation in class activities;
- Appropriate administration members about class activities, school policies, appropriate long-range and strategic issues, facilities, admissions, marketing, billing and financials, fundraising, and school events;
- PTO officers about school events and fundraising.

If any child-centered issue is not resolved after talking to their child's teacher, parents should communicate with the track's lead teacher, then with the school principal if necessary, and then with the Head of School if necessary.

Current parents also communicate periodically -

- To the board through the Head of School or board committees regarding appropriate long-range and strategic issues;
- With prospective and applicant families about their TIS experience;
- With donors and prospective donors about their TIS experience and fundraising needs;
- With current students in their child's class when helping with classroom activities.

CURRENT STUDENTS

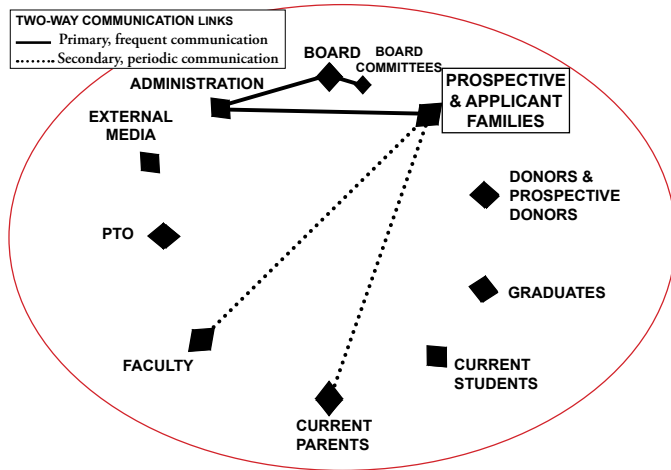


The Nature of Appropriate Communications

Current TIS students communicate:

- Primarily with faculty about their own performance and class activities
- With appropriate administration staff members about their own performance and school activities
- Periodically with graduates about their experiences
- Periodically with parents of classmates about classroom and school activities

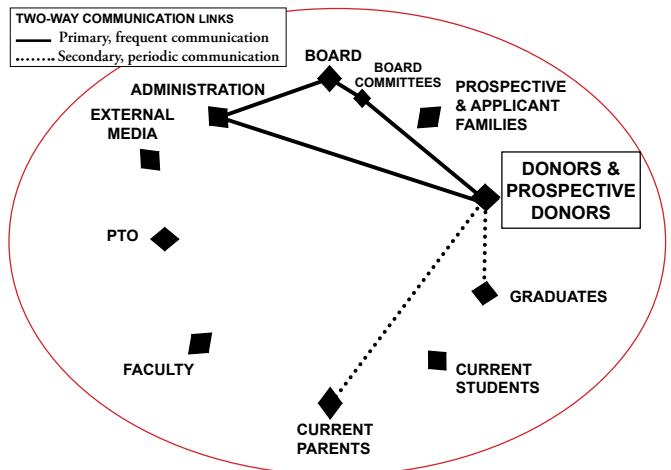
PROSPECTIVE AND APPLICANT FAMILIES



The Nature of Appropriate Communications

- Prospective and applicant families communicate primarily with the administration (admissions director, Head of School, business manager).
- They also communicate periodically with teachers and with current parents to get additional perspectives about the school.

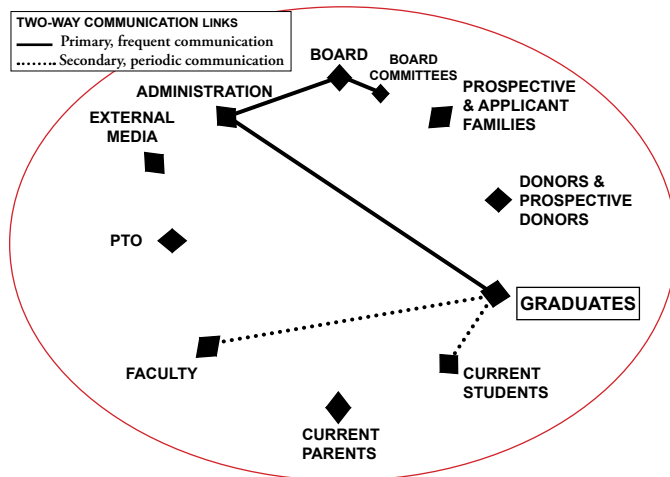
DONORS & PROSPECTIVE DONORS



The Nature of Appropriate Communications

- Donors and prospective donors communicate primarily with the administration (Head of School and Development Director) and with trustees about fundraising opportunities, school strategies, activities, plans and needs.
- Donors also communicate periodically with current parents and graduates about fundraising needs.

GRADUATES AND GRADUATE FAMILIES



The Nature of Appropriate Communications

- Graduates and graduate families communicate primarily with administrative staff (Head of School and Marketing Director) about school activities, events and about their post-TIS experiences and perceptions.
- Graduates also communicate with their former teachers and with current students about their post-TIS experiences and perceptions.

COMMUNICATION METHODS

The methods for communication are chosen to maximize and balance effectiveness and efficiency.

For individual issues, personal, face-to-face communication is most desirable, supplemented by e-mail and hard copy mail as necessary.

For mass communication to all TIS families, the TIS website and website-based “InTheKnow” newsletter will be the primary methods. These will be supplemented by one weekly e-mail reminding parents about new information up on the web site. Additional all-family e-mails will only be used for issues which are both critical and time-critical to communicate.

For class-specific communication, teacher, families and room parents will communicate in person, via e-mail, and through class-specific web sites and calendars.

For specific group communication, depending on the topics and number of participants, face-to-face meetings, handouts, and US mail will supplement electronic communication as appropriate.

All currently enrolled families are encouraged to attend PTO meetings.

QUESTIONS / COMMENTS

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