

**ALBANY UNIFIED SCHOOL DISTRICT
BOARD AGENDA BACKUP**

Regular Meeting of November 14, 2023

ITEM: COMMUNICATIONS UPDATE

PREPARED BY: KIM TRUTANE, COMMUNICATIONS SPECIALIST

TYPE OF ITEM: STAFF REPORT

PURPOSE: The purpose of this item is for the Board of Trustees to receive a staff report on communications throughout AUSD and specific communications projects.

BACKGROUND INFORMATION / DETAILS:

Communications are integral to the mission of AUSD and are specifically called out in the Strategic Objective #3: *Communicate and Lead Together*. Although communication issues are inherent in many, if not all, projects and reports, this may be the first time Communications have been the focus of a Staff Report. Given the adoption three years ago of a new communications software, Aeries Communications Powered by ParentSquare, and the dedicated presence of a staff member focusing on improving communications, it is timely to receive this report.

Strategic Goals and Objectives:

Objective 3.1: Continue to improve quality of communications at all levels (internal staff communications, school site communications, and community outreach).

Objective 3.2: Increase availability of communications in multiple languages (reflecting data on preferred language) and communication methods (email, text, etc.).

Objective 3.3: Update and maintain the content and accuracy of the District and school websites.

STRATEGIC OBJECTIVES ADDRESSED:



Objective #3: Communicate and Lead Together. Goal: *All stakeholders will collaborate and communicate about decisions that guide the sites and district.*

RECOMMENDATION: Receive the Communications Update