



HUNTSVILLE CITY
SCHOOLS
A Legacy of Leading & Learning

2020-2021 Reset Plan

Communications
Department

Huntsville City Schools



2020-2021 Reset Plan

Communications Department

Introduction

The Communications Department of Huntsville City Schools aims to provide accurate and timely information, share updates with internal and external stakeholders, maintain collaborative relationships with community partners, and inform media members of the district's plans surrounding students' and employees' return to classrooms.



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The HCS Communication Team will share school district updates, plans, and services with families throughout the school year and during school closure.



2020-2021 Reset Plan

Communications Department

Communications

- Inform internal and external stakeholders of district's plans surrounding reopening by utilizing various communications tactics including mass notifications, district website, social media platforms, email newsletters, traditional media, collaboration with community partners, and ETV Programming.
- Share district's policies and procedures including drop-off and pick-up, health precautions, classroom configuration, etc.
- Remind stakeholders of health precautions and best practices including social distancing, frequent hand-washing, identifying symptoms, wearing masks, etc.
- Solicit feedback from stakeholders to assess sentiments and inform decision making.



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The HCS Communications team will use digital media, traditional media, and mass notification system to communicate district updates with students and families.

Stay connected and up-to-date using the following sites:

School district website
www.huntsvillecityschools.org

Facebook
@huntsvillecityschools

Twitter
@HSVk12

Instagram
@huntsvillecityschools



2020-2021 Reset Plan

Communications Department

Community Engagement

- Collaborate with department leaders to assess needs and request support from community partners.
- Disseminate HCS RESET Plan and provide frequent updates among community partners.
- Work with community partners to identify what their role will be with the HCS Reset plan and how it may look different.
- Encourage families to update contact information to continue receiving correspondence from schools and district via the mass notification system called Schoolcast (notifies families via robocalls, e-mails and text messages)
<https://www.huntsvillecityschools.org/schoolcast-information>
- Promote cleanliness guidelines and best practices throughout school year.
- Develop FAQs to answer common inquiries from families.
- Respond to family and community questions via the Contact Us submissions from the district website.



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SCHOOLS

Link to **CONTACT US**
(for questions and
suggestions):

<https://www.huntsvillecityschools.org/contact-us>



2020-2021 Reset Plan

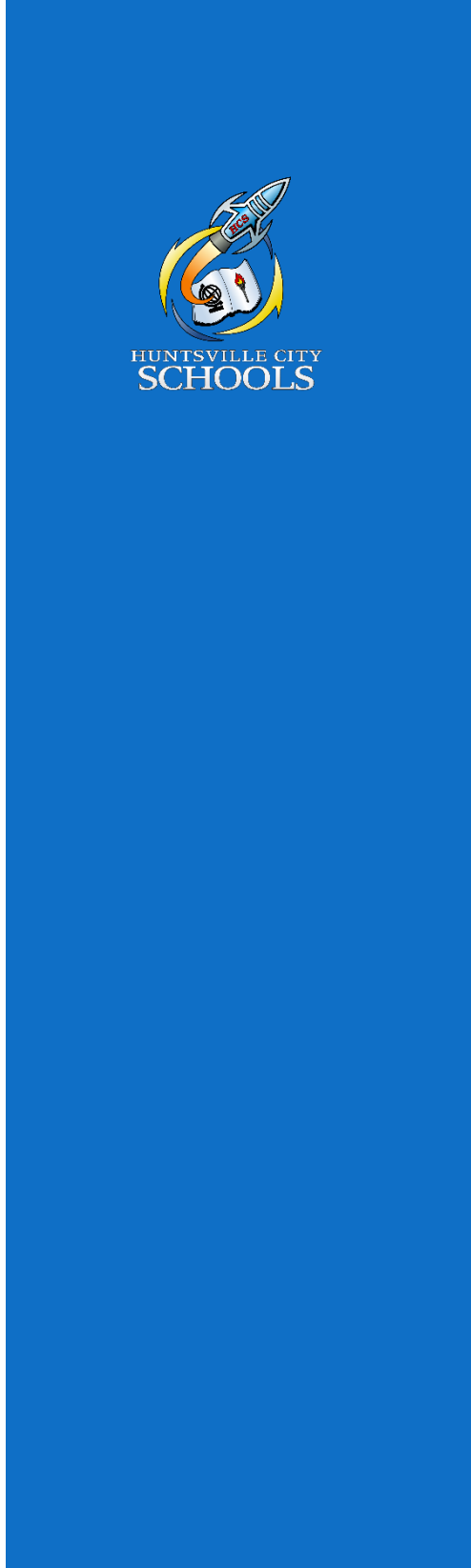
Communications Department

Digital Media

- Develop information hub on district website to serve as centralized location for district updates.
- Create email newsletters to provide frequent updates to stakeholders.
- Post frequently on social media to ensure stakeholders remain informed.
- Share videos from various department to inform families of procedures and protocols.
- Ensure school websites are up-to-date with school related information, school activities and calendar items.



HUNTSVILLE CITY
SCHOOLS





2020-2021 Reset Plan

Communications Department

ETV

- Collaborate with departments to create informational videos highlighting procedures and protocols.
- Insert informational videos into programming on ETV.
- Provide district support relative to video needs including Board Meetings, special announcements, etc.



HUNTSVILLE CITY
SCHOOLS

View HCS Educational Television (ETV) available on over-the-air cable channel 25.5, Comcast (channel 17) and WOW (channel 3), and www.huntsvillecityschools.org



2020-2021 Reset Plan

Communications Department

School-Level Communications

- Provide support to school leaders to build capacity for sharing information at the school level including mass notifications, social media, websites, etc.
- Inform school leaders of protocols relative to reporting cases and informing families.
- Conduct professional development with school leaders to provide training on communications best practices.



HUNTSVILLE CITY
SCHOOLS



2020-2021 Reset Plan

Communications Department

Media:

- Utilize press releases to share information with media members
- Utilize media feeds to share information with stakeholders
- Work with media partners to ensure district/school information is shared with the local community



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2020-2021 Reset Plan

Communications Department

Contact



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SCHOOLS





2020-2021 Reset Plan

Communications Department



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