COMMUNICATION PLAN FOR LUCERNE VALLEY UNIFIED SCHOOL DISTRICT

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LUCERNE VALLEY HIGH SCHOOL
COMMUNICATION PLAN

A. PURPOSE:

The purpose of the Lucerne Valley Unified School District (LVUSD) Communications Plan is to present a clear and concise framework for communicating with our school community. The plan addresses two types of school district audiences: internal (students, teachers, staff, administration and Board of Education) and external (parents, businesses, civic groups, religious groups, and other members of the LVUSD community).

B. AIM:

To develop a communication program that all staff and community members can easily adhere to. This plan will provide public understanding and awareness of the learning opportunities provided for students and learners at Lucerne Valley Unified. This plan will also help to establish a positive school climate that promote cooperation, family & community involvement, professional learning that is open to new ideas and the development of good character and citizenship.

The objective of this plan is to improve internal and external communication systems with the specific goal of creating open, two-way communication between the Board of Education, administration, staff, students, parents and the LVUSD community.

C. TARGET AUDIENCES:

Internal

1. Students
2. Staff

A. Classified
B. Certificated
C. Leadership

3. Board of Education

External

1. Parents
2. Parent Organizations
3. Business Community
4. Religious Groups
5. Elected City Officials
6. Elected State and Federal Legislators
7. Civic Groups
8. Senior Citizens Groups
9. Community Groups
10. Other Educational Organizations —school districts and local colleges
11. Electronic Media—Web site, email, pod cast, listserv, etc.
12. Print Media—newsletters, newspapers, flyers, etc.

D. COMMUNICATION BELIEFS:

We believe it takes the entire community to educate children and to prepare them for the future.

We believe effective communication allows parents and community members to be connected to our schools.

We believe the Lucerne Valley Unified School District staff delivers effective educational programs designed to meet all students' needs.

We believe the mission of the Lucerne Valley Unified School District is to develop students who have the ability to succeed by providing a safe, challenging environment.

We believe in developing schools of excellence that are linked to the community and are constantly improving.

We believe that good communication is critical to success.

E. DESIRED OUTCOME:

1. To develop improved communication tools.
2. To provide an effective two-way communication plan that will inform the community of the issues facing public education.
3. To develop understanding of our commitment to the educational process, that will put into practice the mission, goals, and beliefs of the school system.
4. To design positive school climates that will encourage family involvement in our schools.

5. To seek partnerships within the community to provide extra learning experiences for students.
6. To create a school that is open to new ideas.
7. To create an environment that promotes cooperation, teamwork and creativity.

Communicate with civic, community and religious groups
• Include groups in mailings and provide opportunities for them to sign up for our listserv.
• Attend community meetings as needed to provide information.
• Provide district communications materials to key leaders.
• Develop partnerships with groups

Be visible in the community
• Attend community organization meetings.
• Encourage participation in local service clubs. .
• Encourage school staff to talk positively about LVUSD schools to friends, neighbors and community acquaintances.
• Seek business partnerships through contacts in local groups

Parents/Families will become aware that:

- Students are engaged in a caring school environment that
- promotes learning where students are safe physically emotionally.
- Communication between families and schools supports the
- belief that the quality of education in the Lucerne Valley Unified School District is
- an ongoing process.

General Public To become aware that:

- Involvement is crucial to the education of children.
- The workplace is changing and schools need to better prepare students for the future.
- Community involvement is crucial for Lucerne Valley to it's goals, mission, and vision.

Students Must understand:

- Education is a priority for becoming a productive citizen.
- Everyone can learn given the right curriculum, resources, support
- and time.
- Students must take responsibility and be accountable for their own learning by
- setting goals and evaluating their progress.
-

F. ONGOING COMMUNICATION EFFORTS:

The Lucerne Valley Unified School District communications program includes elements common to most school public relations programs. The following activities are consistently performed:

Promotion:

Students and staff work hard every day and deserve recognition for their efforts. Communications personnel encourages the media to focus on these achievements; attending events, taking photos and writing in district newsletters and on the district web site; and by designing certificates of recognition.

Media relations:
Professional interaction is crucial to developing a positive relationship with local newspaper, TV and radio reporters. Communications personnel serve as the contact for reporters and assignment editors, providing information, answering questions and arranging interviews.
A strong relationship with the media is also important in promoting district, student and staff accomplishments.
Web site maintenance:
Parents increasingly rely on the internet for updated information about school events. Administrators update the district web site several times a week.
Community relations:
Administration assists non-profit organizations wishing to promote activities to students by distributing flyers and staff newsletter.
Crisis communications:
In times of crisis, open communication with parents and the media is vital to prevent panic and the spread of misinformation. Administrators handle media and parent phone calls about the incident, and send out news releases with timely information.

G. ASSESSMENT AND ACCOUNTABILITY

A tracking system will be developed to measure communication effectiveness.
• Surveys - electronic surveys will be used to ascertain people's opinions and to collect quantitative information.
• Email receipt requests - counters will be used on the website to measure the number of hits for each story.
• Interpersonal Contact - Informal surveys will be conducted to gauge the level of effectiveness of Communications Plan.
The Communications Plan will be reviewed and updated each year, or as deemed necessary by the Superintendent, Board of Education and District Improvement Team

H. SCHOOL DESCRIPTION:

Lucerne Valley High School was built in 1951 on the site where it stands today. Lucerne Valley Unified School District is comprised of six schools all together. We have six schools, and service a student population under 1000. There are two high schools, one middle school, one elementary school, two community day schools, one adult school and one charter school.

The Lucerne Valley Unified School District will prepare students to be responsible and productive citizens in a continually changing society and instill in them the desire to be life-long

learners.

LVUSD is a small, K-12 system (total district enrollment approximately 2,000 students) located in a rural location. Because the district is small, the district's administrators wear many different hats. The District operates three school sites: one elementary (540 students), one middle/ high school (500 students),and an alternative education site that includes Independent Study, one continuation high school, and two community day schools. In addition, there are two charter schools: SkyMountain, with an enrollment of approximately 900 students and Lucerne Valley Career Academy with approximately 60 students. The site administrators are: principal-elementary school, principal-middle/high school, and an assistant principal-middle/high school.

The district superintendent serves as the principal for the alternative education site. District administrators are: Superintendent, Director of Business Services, and Director of Pupil Personnel Services.

Geographically, Lucerne Valley USD is the second largest school district in San Bernardino County covering 680 square miles. The middle school serves the sparsely populated high desert communities of Johnson Valley and Lucerne Valley. Of the 11,000 people who inhabit the area, approximately five percent are employed; however, 45% are retired. 75-80% of the students receive free and reduced lunch and 90% rely on the district's busing services. The make-up of the community is approximately 70% Caucasian, 24% Hispanic, 3% African American, and 3% others. In the past few years, there has been an increase in the number of English Language Learners. There are a significantly high number of students who do not live with both biological parents. Many of these students live with grandparents and/or foster care

District Enrollment:

- 1676 students
- Grades K-8 894 student
- Middle/High School (grades 7-12) student population 782 student

District Ethnic Group Distribution:

- White: 1030 (61.5%)
- Hispanic: 466 (27.8%)
- American Indian: 24 (1.4%)
- African American: 70 (4.2%)
- Filipino: 11 (0.7%)
- Hispanic: 466 (27.8%)
- Asian: 29 (1.7%)
- Pacific Islander: 3 (0.2%)

- Teachers: 90 FTE
- Pupil/Teacher ratio: 18.2
- Classrooms: 52

District National School Lunch Program (NSLP) Eligibility Data:

- Community Day School 9-12: 71% Elementary School: 49%
- Middle School: 68% Mountain View High School: 33%
- High School: 58% Community Day School Grade 5-8: 71%

I. DISTRICT-WIDE COMMUNICATION EFFORTS

The Lucerne Valley Unified School District has a district-wide communication plan. The purpose of school communication is to establish positive relationships with the home, community, and the school for the purpose of improving student achievement. The following items are beginning points for district-wide communication efforts.

Internal Communication:

- Monthly meetings will be held to communicate new programs, ideas, concerns, policies, procedures, staff development, and announcements.
- Provide newsletter on a monthly basis, highlighting educational and school
- issues, staff achievement and other employee issues.
- Encourage the use of e-mail to convey information and to communicate with principals,
- teachers, and staff on an “as-needed” basis.
- Continue distributing the district newsletter by mail and on the web site.
- Continue to hold new staff member orientation
- Recruit and offer training for district and school volunteers.
- A district handbook has been distributed to all volunteers.
- Provide opportunity for training on effective communication.
- Develop an agenda calendar for recurring projects and
- deadlines that are addressed each year.
- Provide student handbooks to all parents at the beginning of the school year

External Communication:

- Use newspaper articles to promote district mission.
- Arrange interviews and media coverage.
- Honor volunteers and community partnerships.
- Continue the development of the district web site and individual school sites.
- Develop and distribute packets of school information upon request to parents and businesses.
- Communicate significant dates such as the opening of school, National Education Week, Red Ribbon Week through local newspapers, radio PSA announcements, and website.
- Provide the public with the opportunity to express concerns or statements
- to the board.
- Encourage administration and school staff to become involved in civic opportunities.

Possible Publications Tools:

- District newsletter that identifies student achievements,
- school activities, and program information. This is to be completed at the end of each
- nine weeks.
- Complete Annual report in September of each year
- School calendar of activities and events
- Superintendent's Board Briefings
- Monthly Employee newsletter
- School District brochure
- Special event/activity brochures
- District website
- Electronic Message Board
- Principals Newsletters

These issues of importance were identified. They include:

- Governance (role and responsibilities for superintendents and boards)
- Funding stability
- Need for early intervention
- Class size issues
- Administrator and teacher supply and demand
- Staff development needs

J. Letter from LVH Principal Joseph Corona

Dear LHS Families,

Let me begin by welcoming you to the Lucerne Valley High School Community. LHS students, during their four-year tenure, will promote respect through their academic and personal successes.

Lucerne High School has an excellent educational program taught by a talented and dedicated faculty. This high school is committed to providing each student with an education in which essential information and skills are learned, knowledge is explored, and ideas are critically analyzed and evaluated.

Your child's high school years are a special time in his or her life—a time of academic and personal challenge, and a time to make important decisions about future plans.

We invite you to participate in our school community and to enjoy the excitement of learning.

One of my aims of education as the educational leader at Lucerne High School is to serve all of our students. This aim begins with our 9th grade class. I understand and empathize with the fact that the high school experience of today is filled with unbelievable pressure, competition, and expectations from every direction. With this empathy, I will not seek to lower our expectations, rather double our efforts to support those in need.

Allow me to highlight various features that benefit students:

- For a relatively small high school, Lucerne High offers a wide range of academic classes and college preparatory electives.
- Counselors provide a program with a range of events and interventions designed to promote academic success. Counselors work individually with students on college admissions or other post high school graduation programs. Our counselor-to-student ratio is quite favorable in comparison to other California public high schools.
- A strong Creative and Performing Arts Department provides performance opportunities through drama, dance, vocal, and instrumental music. Student artwork is regularly displayed in art shows on campus and in the broader community; student artists participate in local competitions. The school newspaper also provides students with an opportunity to contribute with the written word, photos, and graphic design.
- The school library program is fully integrated with classroom instruction. Our research/teaching librarian co-teaches with subject-matter instructors to assist students in developing research and library technology skills that match skills they will need in college.
- Extra-curricular activities encompass a broad range of boys' and girls' athletic teams, a diverse array of student-managed clubs, and a strong student leadership program (comprised of an Associated Student Body and Student Senate) responsible for organizing student activities and providing feedback to teachers and administrators. Responsible citizenship is promoted through peer tutoring, peer listening, and community service programs.
- Lucerne High School optimizes instructional time by following a block schedule. The schedule rotates across seven days with most classes meeting for 90 minutes. In each seven-day rotation, there is a tutorial support period provided by teachers to give students opportunities for more individualized support.
- The College & Career Center is an information resource center of Lucerne High School's Counseling Office. Students and parents are welcome and encouraged

to use the many resources at the Center. The Center offers information and resources in the following areas:

- Colleges & universities
- Career interests
- College selection guidelines
- Job listings
- Testing registration
- Community service opportunities
- Financial aid & scholarship opportunities
- Local, national & international summer programs

The Center hosts visits by college admissions officers who meet with junior and senior students. On-campus information programs such as annual College Orientation Night and Parents Panel are offered by the College & Career Center to LHS students and parents.
We all look forward to embarking on four years of academic and personal success with your child.

Sincerely,
Joseph Corona, Principal