

Communication Plan

Coalition Team

- Principal
- Vice Principal
- Computer Resource Teacher
- PTA

Change Management Team

- Computer Resource Teacher – Leader
- Reading Resource Teacher
- Vice Principal
- Counselor
- Social Worker
- Special Populations Coordinator

Additional Stakeholders

- Central NHC Office
- Lakeside Teachers
- Parents
- Students
- Potential Funding Resources

Stage and objective of the communication	Stakeholder Group	Format	Vehicle	Responsible Party
Mission Statement Communicate Vision to the Stakeholders	Change Management Team	Verbal, Electronic	Presentation, Internet (School website announcement)	Coalition Team
	Central NHC Office	Verbal, Electronic	Presentation, Internet	
	Teachers	Verbal, Electronic	Presentation, Internet (School website announcement)	
	Parents	Written, Verbal	Newsletter, PTA discussion	
	Students	Verbal	Announcement and preview	
	Potential funding sources	Verbal, Written, Electronic	Presentation, Newsletter, Internet (Priority Email)	
Goal Setting Communicate goals of the	Coalition Team	Verbal, Electronic	Presentation, Internet (Priority Email)	Change Management Team
	Central NHC Office	Written, Electronic	Report, Internet	
	Teachers	Verbal, Electronic	Presentation, Internet (School	

project			website announcement)	
	Parents	Written, Verbal	Newsletter, PTA discussion	
	Students	Verbal	Classroom Announcement	
	Potential funding sources	Verbal, Written, Electronic	Presentation, Newsletter, Internet (Priority Email)	
Data Gathering Communicate the current situation	Coalition Team	Written, Electronic	Report, Internet (Project progress E-board of school website)	Change Management Team
	Central NHC Office	Written, Electronic	Report, Internet meeting	
	Teachers	Written, Electronic	Report, Email, School website announcement	
	Parents	Written, Verbal	Report, PTA discussion	
	Students	Verbal	Classroom discussion	
	Potential funding sources	Written, Electronic	Report, Internet (Priority Email)	
Planning Communicate program plans; provide objectives, timelines and reinforce mission statement	Coalition Team	Verbal, Written, Electronic	Presentation, Report, Internet Posting	Change Management team
	Central NHC Office	Verbal, Written, Electronic	Presentation, Report, Online	
	Teachers	Verbal, Written, Electronic	Presentation, Report, Online forum	
	Parents	Written, Electronic	Report, Internet	
	Students	Verbal	Classroom Discussion	
	Potential funding sources	Verbal, Written, Electronic	Presentation, Report, Online announcement	
Implementation Communicate the processes involved with implementation	Change Management Team	Written, Electronic	Report, Internet Posting, Detailed handout	Coalition Team
	Central NHC Office	Written, Electronic	Report, Internet Posting	
	Teachers	Verbal, Written	Discussion, Report, Project forum E-board	Change Management Team
	Parents	Written	Newsletter	
	Students	Verbal, Written	Classroom announcement, detailed handout	
	Potential funding sources	Written, Electronic	Report, Internet Posting	
Evaluation Communicate the	Change Management Team	Verbal, Written, Electronic	Presentation, Report on Success and subsequent remediation or direction,	Coalition Team

results of measurable values			Internet Posting	Change Management Team
	Central NHC Office	Verbal, Written, Electronic	Presentation, Report on Success and subsequent remediation or direction, Internet Posting	
	Teachers	Verbal, Written, Electronic	Presentation, Report on Success and subsequent remediation or direction, Internet Posting	
	Parents	Verbal, Written, Electronic	Presentation, Report on Success and subsequent remediation or direction, Internet Posting	
	Students	Verbal	Communicate program results via classroom discussion – receive feedback	
	Potential funding sources	Verbal, Written, Electronic	Presentation, Report on Success and subsequent remediation or direction, Internet Posting	