

09 December 2008

Notes from the Stakeholder Communications & Relationships Subcommittee

Effective communications must include two things: knowing the audience and a very clear message. In our discussion this morning, we all agreed that on the teacher to parent level the communication is highly functional through e-mail or phone calls.

We have to identify our audiences/stakeholders. Based on whom we are communicating with our method or our message may vary.

Our stakeholders/audiences could be considered in tiers based on their level of interaction with the school. For example our current parents and students are involved on a day to day level with the school and its mission. From there you work outward to those involved on other levels (see below):

Tier 1	Parents/students/teachers/staff	Audiences/stakeholders who communicate daily
Tier 2	Donors/alumni	Audiences/stakeholders who are communicated to periodically from M & A
Tier 3	Churches/community	Audiences/stakeholders who are communicated with periodically as needed.

Methods of communication	Frequency of communication
e-mail	as needed from teacher rock creek monthly -- Rockette
e-newsletter	system-wide weekly
direct mail	periodically
telephone/voicemail	as needed
power school	as needed
agendas/assignments	daily

Message question:

Does our message include or give the perception that Christian Academy Rock Creek stands for excellence in education, commitment to our faith and a foundation that builds character in our youth? The answer goes beyond just having the mission statement somewhere on the communication piece.

Other notes:

For the purposes of this committee the communication avenues among the first and third tiers will need further discussion. With tier 2 we will need to understand the boundaries based on what the Marketing and Advancement (M & A) department are doing.

We also discussed Mrs. James proposal to the board regarding a plan for capital improvements and the impact on fund raising and enrollment.

Our question regarding a formal grievance process was answered.

This committee needs to see all of the communication that goes to stakeholders/audiences. If we collect a sampling of these over the next 6 weeks, we will have a better concept of what is being communicating and where there may be gaps.