Overview

NCSD is committed to providing timely, accurate, and effective communication with all internal and external stakeholders. NCSD has developed a strategic communication plan for the deployment of information and resources as related to NCSD’s Smart Start Reopening Plan.

Through the use of high-level communication, marketing, design of creative content, data analysis, and strategic audience engagement we aim to continuously inform, engage, and connect with all stakeholders.

Multiple media platforms (print/digital/social media/etc.) will be utilized to meet the communication needs of all individuals while honoring the critical need for, and providing opportunity, for two-way communication between all affected stakeholders.

Components of NCSD’s Smart Start Reopening Framework (Key Areas)

1. Safety and Wellness - The Safety and Wellness guidance focuses on components within a school day, beginning with the arrival and transitions, and finally dismissal. The format of the guidance provides information on requirements and recommendations regarding the safety, health, and wellness of students and staff during the COVID-19 pandemic.

2. School Operations - Focuses on providing services to students and families during COVID-19 in an efficient and effective manner following statewide public health orders (School Transportation, Food Service, Facilities, and Activities/Athletics).

3. Instruction and Technology - Maintain continuity of learning that is aligned to the Natrona County School District Curriculum in all ten content areas in a variety of educational settings at a high level of rigor

4. Communication - NCSD is committed to providing timely, accurate, and effective communication with all internal and external stakeholders. NCSD has developed a
strategic communication plan for the deployment of information and resources as related to NCSD’s Smart Start Reopening Plan.

**Stakeholders - Internal and External Audience**

- Students, Parents, NCSD Staff, School Families, Board of Trustees, Community

**Communication Platforms**

- **Print:** Parent News Email, Staff News Email, Admin News Email
- **Media:** Interviews, Press Releases, Digital pick-up/marketing
- **Digital:** NCSD Website, Social Media platforms
- **Direct Contact:** Infinite Campus Text/Reminders Staff/Parents Guardians, Direct Mailing/Email, Alert Media Text to Admins/Trustees
- **Creative Content:** Graphics, Posters, Videos/PSA’s, Livestream Q&A’s, etc.

Platforms will continue to be evaluated and measured for effectiveness and adjusted based on messaging needs.

**Communication Timeline/Archives**

**May 27 - 30th**

- **NCSD Plans for Summer Learning Opportunities for Students**
  - NCSD Parent News
  - NCSD Staff News
  - NCSD Website Post
  - NCSD Press Release
  - **External Media**
    - [Oil City News - School District Sending Survey on Summer Learning Options](#)

- **Summer Learning Option Survey - information & next steps for Summer 2020**
  - NCSD Parent News
  - NCSD Staff News
  - Direct Contact - Infinite Campus Survey link - text/emailed to parents
  - NCSD Press Release
  - **External Media**
    - [Oil City News - NCSD Seeks Feedback From Parents on Plans for Limited-Capacity Summer School](#)

- **Graduation Celebrations/#EverydayExcellence - Graduation Press Release**
**Week of June 1st**

- **NCSD Virtual Learning and Enrollment Survey - information & next steps for Summer 2020**
  - NCSD Parent News
  - Direct Contact Reminder - Infinite Campus Survey link - text/emailed to parents
  - Survey Reminder - “check your email” reminders on social media
  - Press Schedule for Parent Survey Completion/Summer School Options
    - [Good Morning Wyoming 6am Newscast](#), 5pm/10pm News (K2TV)
    - [Wyoming News Now - NCSD Seeking Parent Input Moving Forward](#)

- **NCSD Board Meeting - Public Feedback**
  - NCSD Staff News
  - NCSD Website Post
  - NCSD Parent News

**Week of June 8th**

- **NCSD Smart Start Reopening Plan Update**
  - NCSD Website
  - NCSD Social Media
  - NCSD Media Release
    - External Media
      - [Oil City News - NCSD Identifies Objectives in Reopening Schools in a COVID-19 World](#)
      - [Casper Star-Tribune - School District Moves Ahead with Planning for Fall Semester, Including Athletic Events](#)

**Week of June 15th**

- **NCSD Playgrounds Open for Community Use**
  - NCSD Parent News
  - NCSD Media Release
  - NCSD Social Media Post
    - External Media
      - [Wyoming News Now - NCSD Playgrounds Reopen Summer 2020](#)
      - [Wyoming News Now - Most of NCSD Playgrounds Reopen for the Summer](#)
      - K2TV- NCSD Playgrounds Reopen - June 23rd
• **NCSD Smart Start Reopening Plan Communication Update** - Includes info on Summer Athletics & Activities
  ○ NCSD Parent News
  ○ NCSD Staff News
  ○ NCSD Website Post
  ○ NCSD Social Media Post
  ○ NCSD Media Release
    ■ External Media

**Week of June 22nd**

• NCSD Summer School Opportunities
  ○ [NCSD Social Media Post](#)

**Week of June 29th**

• **NCSD Summer School Registration and Information**
  ○ NCSD Parent News
  ○ NCSD Staff News
  ○ NCSD Website Post
  ○ NCSD Social Media Post
  ○ External Media
    ■ [Good Morning Wyoming - Summer School Update](#)

**Week of July 6th**

• **Board Budget Hearing Communication Update**
  ○ NCSD Staff News
  ○ NCSD Website Post
  ○ NCSD Media Release

• **Board Meeting - SmartStart Reopening Plan Draft Review - Communication Update**
  ○ NCSD Parent News
  ○ NCSD Facebook Post
  ○ NCSD Staff News
  ○ NCSD Website Post
  ○ NCSD Media Release
    ■ External Media
    • Good Morning Wyoming - July 14th interview - Superintendent Jennings and NCSD PR - Tanya Southerland
    • [K2 Radio - Health Officials: Wear Masks When Natrona County Schools Re-open](#)
    • [Oil City News - NCSD Provides Updates on School Re-Openings, Address Face Coverings](#)
CST - As Reopening Plan that Calls for Face Coverings, School Board Members Express Resistance

Week of July 13th

- Updated NCSD Summer School Registration Information
  - NCSD Parent News
  - NCSD Staff News
  - NCSD Website Post

Week of July 20th

- Natrona County School District Smart Start Communication Update - July 24th
  - NCSD Website Post
  - NCSD Parent News
  - NCSD Staff News

Week of July 27th

- NCSD Virtual Learning Program Enrollment Information
  - NCSD Parent News
  - NCSD Staff News
  - NCSD Website Post
  - NCSD Press Release
    - External Media
      - Oil City News - NCSD SHARES DETAILS OF IN-SCHOOL, VIRTUAL CHOICES FOR FALL RE-OPENING
      - KTWO Morning Show - July 27th interview - Superintendent Jennings and NCSD PR - Tanya Southerland

- NCSD Smart Start Reopening FAQ & Letter from Superintendent Jennings
  - NCSD Parent News
  - NCSD Website Post

Week of August 3rd

- NCSD Parent News - Reminder: NCSD Virtual Learning Program Enrollment Information
  - NCSD Parent News
  - NCSD Website Post

- NCSD Smart Start Communication Update: NCSD Transportation Adjusts Operations to Align to Health and Safety Guidelines as Related to COVID-19
  - NCSD Parent News
  - NCSD Staff News
  - NCSD Website Post
  - NCSD Press Release
    - External Media
      - Oil City News - Limited Space and Registration Required in NCSD Bus Plan
Week of August 10th

- Casper Star Tribune - [School District Advises Parents to Transport Students to School Themselves if Possible](#)

Week of August 24th

- Wyoming News Now - [NCSD Releases Reporting Process for COVID-19 Cases in Schools](#)

---

**Week of August 10th**

- **NCSD Smart Start Communication Update: August 13, 2020**
  - NCSD Parent News
  - NCSD Website Post
  - NCSD Staff News
  - NCSD Press Release
  - External Media
    - Oil City News - [NCSD Schools May be Publicly Identified in Case of COVID-19 Outbreaks](#)
    - Wyoming News Now - [NCSD Releases Reporting Process for COVID-19 Cases in Schools](#)

**Week of August 24th**

- **NCSD Smart Start Communication Update - Public Information Reporting Process**
  - NCSD Parent News
  - NCSD Website Post
  - NCSD Staff News
  - NCSD Press Release
  - External Media
    - Oil City News - [NCSD’s Website Will Report Positive Covid-19 Cases During School Year](#)