



# MEMO

To: Board of Education

Cc: Charles Johns, Superintendent  
Executive Cabinet

Fr: Karen Geddeis  
Director of PR and Communications

Re: Communications Audit

During the 2019-20 school year, the district conducted a formal communications audit, utilizing the expertise of an outside consultant. This audit included a vast research component, which utilized phone interviews with each Board member, a survey of parents, students and staff, numerous focus groups and small group discussions, and an external analysis of current methods, frequency and content of existing communications.

At the upcoming retreat, we will share the findings, recommendations, priorities and timelines with the intent to confirm next steps. To prepare for this endeavor, we are including the Communications Audit Report and the List of Recommendations Overview prioritized by the leadership team. These action items drawn from the research findings will inform the communications activities of the district over the next 2-3 years.

Following the presentation, we are seeking consensus of the prioritization of the recommendations and confirmation of alignment with the expectations of the Board.