



RSL's Communication plan is focused on keeping stakeholders informed about system safety guidelines and operations during the COVID-19 pandemic.

Communications Plan Prior to First Day of School

Communication	Date	Communications Channels	Purpose	Staff Member/s Responsible
School Reopening/Operations Landing Page www.rsl.org	7/22/20	System website & social media.	This webpage is a "one-stop-shop" for anyone in our community seeking updated information on school reopening/operations plans and processes. This page will stay active and updated throughout the school year.	<i>Network and CMO Staff</i>
School Reopening Dedicated Email Address: info@rsl.org <u>Dalton 225-357-0244</u> <u>Glen Oaks 225-771-8128</u> <u>Lanier 225-308-327</u>	7/22/20	System website, phone, text, & social media.	The info@rsl.org email address and the dedicated school information line gives families and other stakeholders an outlet for questions about reopening/operations plans. This email/hotline will stay active throughout the school year. Emails will filter to a staff member responsible for answering. Backup staff members will all respond to questions and concerns when necessary.	CMO Staff and Office Managers
COVID-19 School Operations & Resources www.rsl.org	7/22/2020		Our website will be the most up to date resources for families and other stakeholders.	Network Staff

Communications Plan During the School Year

Communication	Date	Distribution Channels	Purpose	Staff Member/s Responsible
Weekly Internal Message	Weekly	Via email or virtual meetings	We plan to keep employees informed of the latest developments with a regular weekly message. This will be done at the system and/or school level.	Superintendent or Principals
Weekly Family & Stakeholder Message	Weekly	Via Email	We plan to keep families and other community stakeholders informed of the latest developments with a regular weekly message. This will be done at the system and/or school level.	Superintendent or Principals
Family & Stakeholder Survey	9/1/2020	Phone and Website Survey	Gain feedback and data from families and stakeholders about 2020-2021 scenario preferences, COVID-19 impacts, home technology availability, transportation preferences given safety limitations, communication preferences, etc...	Office Staff (Phone) & CMO Staff (Website)
Family & Stakeholder Survey Results	9/1/2020	Virtual Staff & Virtual Parent Meeting	Share survey results with families and stakeholders, which will give them insight into challenges faced by the district and a basis for understanding future decisions.	Principals
Employee Survey	9/1/2020	Via Virtual Meetings and Email	Along with surveying our families and community, we also understand the importance of understanding how the pandemic is specifically impacting employees. We will use this opportunity to survey reopening preferences, employee well-being, effectiveness of internal communications, and how they can be improved.	Principals and Network Staff

Employee Survey Results	9/3/2020	Via Virtual Meetings and Email	Survey results will be shared with employees.	RSL Network Staff
Family Webinars/Virtual Meetings	Monthly	Via Virtual Meetings	RSL principals will provide monthly virtual parent meetings to offer assistance/development on virtual academic platforms utilized with students daily.	School Principals
Weekly Internal Message	Weekly	Via email and virtual meetings	RSL network will keep employees informed of important information weekly through the Superintendent's Address or through email blasts.	Superintendent or School Principal
Weekly Family & Stakeholder Message	Weekly	Website, social media, texts, and school messenger calls.	We will keep families and other community stakeholders informed of the latest developments with a regular weekly message. This will be done at the system and/or school level.	Principal, Office Manager & CMO Staff
Student Safety Social Media Campaign	Monthly	Website and Social Media	We will use social media to share new processes and safety tips on a daily or weekly basis leading up to the first day of school.	RSL Staff and CMO Staff
Student Communications	Weekly	Via virtual meetings, text, and phone	We will ensure consistent messaging across system schools and encourage all RSL schools to collaborate when developing messaging to help ensure students in the same family receive the same messaging.	RSL Staff and CMO Staff
Safety & Resources Social Media Campaign	Weekly	Via Email, Social Media, Text Messages or Phone Calls	Regular social media posts will be utilized to inform stakeholders of RSL safety practices, school processes, available academic resources, and important school related information	RSL Network and CMO Staff

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Communications Plan for Various Scenarios

Communication	Date	Distribution Channels	Purpose	Staff Member/s Responsible
Student Tests Positive for COVID-19	N/A	Via phone or virtual meetings	All stakeholders will be informed. Questions from the community and local media will be answered as needed.	Superintendent and CMO Staff
Employee Tests Positive for COVID-19	N/A	Via phone or virtual meetings	All stakeholders will be informed. Questions from the community and local media will be answered as needed.	Superintendent and CMO Staff
School/s Closure Announcement	N/A	Via phone or virtual meetings	All stakeholders will be informed.	Superintendent
System Closure Announcement	N/A	Via phone or virtual meetings	All Stakeholders will be informed.	Superintendent
COVID19 Phase Change Announcement	N/A	Via phone or virtual meetings	The Governor will declare an appropriate phase designation as the Covid-19 virus cases rise and fall over the course of the academic year. RSL will follow all BESE required phase safety protocols as denoted by ACT 9. The RSL superintendent will inform parents of the appropriate academic format (all students face-to-face, hybrid learning model, or virtual learning model) based on the declared phase.	Superintendent

			information with stakeholders.	
False School/System-Related COVID-19 Rumor Message	N/A	Via phone or virtual meetings	The RSL superintendent will address all rumors regarding the Covid-19 virus in a timely manner. An investigation of the individual's intent when formulating the rumor will be conducted by the RSL network and CMO team. Rumors formulated by individuals to cause harm to the organization will be addressed on a case- by-case basis	Superintendent & CMO Staff