

Hancock Central School District

The Wildcat Pledge: We nurture and empower each learner's unlimited capacity to become a responsible citizen with a promising future.

Our Vision: Striving for excellence as an innovative, advanced and reflective school community.

Core Beliefs:

- Our mindset: We do whatever it takes to ensure continuous growth because we believe each of us can learn.
- Collaboration: We work better together, always.
- Innovation: We embrace creativity and advancing technology.
- Integrity: We trust, respect, support and care for one another.
- Learning environment: Our approach is engaging, learner-centered and adaptable to individual needs.
- Student centered: We put students first.

PROTECT ... RECOVER ... ADVANCE

HCS 2020-21 School Year Reopening Strategic Communications Plan

Terrance P. Dougherty, Ph.D., Superintendent of Schools

OBJECTIVES

1. To inform parents, students and community members about what the District has done to prepare for the return of students in the Fall of 2020. (Aligned to Inform/Share)
2. To decrease family, staff and community anxiety about returning to school, thus increasing the number of students who return this fall. (Aligned to Inform/Engage/Share/Respond)
3. To increase the buy-in to our reopening process by sharing success stories and challenges. (Aligned to Share/Engage/Respond)

DIGITAL MESSAGING

HCS will utilize its website and social-media platforms (Facebook, Twitter) to boost its communication efforts and overall reach. Keyword monitoring will be included.

FRAMEWORK COMPONENTS

Inform: Push information out to the community.

Engage: Call the community to action.

Share: Distribute story or narrative-based communication.

Respond: Use timely and correct response prompts.

HCS KEY COMMUNICATIONS DATES

July 13, 2020	NYSED/NYSDOH School Reopening Guidance is announced and made widely available. <i>Wildcat Reset</i> planning process continues.	<i>Inform, Engage, Share, Respond</i>
July 31, 2020	HCS Reopening Plan uploaded to NYSED and NYSDOH for review/approval.	<i>Inform, Share, Respond</i>
August 7, 2020	Governor Cuomo announces NYS School Reopening approach.	<i>Share</i>
August 8-31, 2020	Rollout of HCS-coordinated school reopening process via FAQs, Video, Media Releases, Letters, Social Media, Website.	<i>Inform, Engage, Share, Respond</i>
September 10, 2020	Tentative school reopening.	<i>Inform, Engage, Share, Respond</i>

KEY IMPLICATIONS

Personnel Impact: Terry Dougherty, Dean Russin, School Administrators.

Budget Implications: Negligible and largely BOCES-aidable.

Potential Failure Points: Parent/Community Member disinterest in information outflow.

- **Resolution:** Solvable by pre-identification of questions. Mitigation may require assistance from other administration team members.