



COMMUNICATIONS PLAN

2024-25

HAMILTON COMMUNITY SCHOOLS



Hamilton Community Schools Communication Plan

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Kris Henrickson, Building Secretary
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Hamilton Community Schools Communication Plan

Overview

Hamilton Community Schools is committed to providing each individual student with the tools they need to thrive; now and tomorrow. To achieve this, we must consider a multi-tiered approach to education, including a student-centered and individualized pathway to success following the 'Each Will Thrive' motto of the district.

Hamilton Community Schools remains committed to communicating with its stakeholders across the community in several different ways to ensure understanding from all.

Principles

Hamilton Community Schools' communication plan is developed to assure:

1. Transparency to all stakeholders from the administration office, to the classroom, and everywhere in between.
2. Two-way communication with all Hamilton Community Schools stakeholders.
3. To spread an understanding of where communication will come from and when throughout the district.
4. To help knowledge and understanding about the happenings within the district.

Vision

Hamilton Community Schools Communications Plan will be utilized as a tool to ensure that all communications align with the strategic goals of the district. The plan will be continually evaluated and updated as needed. It is the vision of Hamilton Community Schools and Superintendent Dr. Bradford Lusk to effectively communicate with all stakeholders and create an environment of transparency, collaboration, and sense of community.

Through efficient and productive communications with all stakeholders, the district will be known for providing a quality education for all students. The district will actively pursue two-way communications by listening to its staff and community to continuously improve and evaluate communications efforts. This plan will also help our employees be knowledgeable ambassadors for the district, as they communicate key messages to the community.



Communication Platforms

Hamilton Community Schools has several platforms to communicate with its stakeholders, including:

Website

The district website is the home to several different resources for parents, students, staff, and community members. On the homepage, stakeholders will find articles from across the district, highlighting the positive happenings in our buildings, but also communicating any important happenings for both today and tomorrow.

Social Media Platforms

Hamilton Community Schools will continue to use Facebook, Twitter, and Instagram to provide real-time district and school news to the community. These social media platforms serve as a tool to relay information of school closures, emergencies, positive happenings, and events. These pages aim to engage the community and all stakeholders about local, state, and national education while also posting achievements from our students, staff, and community.

School Newsletters

Every building in our district is responsible for putting out a school newsletter at least every month to help communicate happenings. Moreover, these newsletters will help prioritize the important events, tests, and supplies that students and parents need to be aware of. These will also help parents stay knowledgeable and up-to-date on all occurrences inside of their child's specific building.

Emails

Email is one of the most utilized method of communication for Hamilton Community Schools. Our district principals, secretaries, administrators, and/or directors may utilize district-wide emails in case of emergency, school closures, or any other occurrence deemed necessary.



Communication Platforms (Continued)

Phone Calls

District-wide phone calls will notify parents immediately, only in case of emergency or school closure.

Transcript

The bi-monthly publication of Hamilton Community Schools 'Transcript' helps spotlight important student, staff, and community accomplishments and goals while also focusing on the district's strategic plan. The Transcript is mailed to every home inside of the Hamilton school district and can also be found on our district website.

Board of Education Meetings

The public is invited to take part in the Hamilton Community Schools Board of Education meetings on the first Monday of every month. These meetings can be found on the district website under 'Board of Education' with a downloadable calendar with BoE events.































'Scoop with the Supt.'

Hamilton Community Schools superintendent, Dr. Bradford Lusk invites the public to join him for 'Scoop with the Supt' at the Hawks Nest Restaurant in Hamilton twice per month during the school year, on the first and third Thursday of each month from 9:00-10:00 AM. These dates can be found on our Hamilton Community Schools Facebook page under 'Events' and will also be posted on our social media page 48 hours in advance.



Hamilton Community Schools Communication Plan

Communications Table

Type of Information	 Website	 Email	 Phone Call	 Text Message	 Social Media
General Info					
Emergency					
Early Dismissal					
Delayed Opening					
School Closures					
Forms					
Community Promotional (non-school)					

Note: The above table is a guide. Every effort will be made to adhere to this guide but circumstance may dictate deviations.



Steps of Communication

Hamilton Community Schools has implemented a Steps of Communication plan to allow for easily accessible two-way conversations between stakeholders and the district staff. The following is a step-by-step chain of command if concerns or questions arise.

Instruction/Curriculum

1. Classroom Teacher
2. School Principal
3. Director of Teaching & Learning
4. Superintendent
5. Board of Education

Athletics

1. Coach (24 Hour Rule to Contact)
2. Athletic Director
3. Principal
4. Superintendent
5. Board of Education

Special Education/Preschool

1. Classroom Teacher
2. School Principal
3. Director of SPED
4. Superintendent
5. Board of Education

Transportation

1. Bus Driver
2. Principal
3. Director of Transportation
4. Superintendent
5. Board of Education

Facilities & Grounds

1. School Principal
2. Director of Grounds/Facilities
3. Superintendent
4. Board of Education

Food Services

1. Food Services Director
2. School Principal
3. Superintendent
4. Board of Education



District Communications Policy: Outside Entities, Fundraisers, Content Sharing

Purpose:

To ensure all district communications reflect the mission, priorities, and direct affiliations of Hamilton Community Schools (HCS). This policy outlines protocols on what types of content may or may not be shared through official HCS channels, including the website, social media, newsletters, and internal or parent communications and helps create consistency across HCS.

Content Sharing Policy

1. Outside Fundraisers & Promotions

Hamilton Community Schools will only promote fundraisers, events, or initiatives that are:

- Directly affiliated with a school, department, class, or program within HCS.
- Organized by district-recognized groups, including building PTOs or booster organizations.

The following will not be shared via district channels:

- Personal or public fundraising efforts (e.g., GoFundMe, medical or travel expenses).
- Fundraisers unrelated to official school activities or programs.
- Outside event promotions or product sales.

2. Outside Scholarships

Outside scholarships will only be promoted on the HCS website community page only if:

- They are vetted and approved by the HCS counseling department or central office.
- They are not connected to businesses, promotions, or vote-based contests.
- They maintain alignment with district values and educational purpose.

3. Contests & Public Voting Campaigns

Hamilton Community Schools will not promote contests based on public voting (e.g., “athlete of the week,” “vote for our teacher,” “favorite school,” “cutest baby”)

4. Internal Communications to Staff or Parents

- Staff may privately share opportunities among one another, but district-wide communications are limited to items aligned with HCS programs and policies.
- Parent communication via newsletters, emails, or district social media must be approved by a building administrator and/or the district communications office.



District Communications Policy: Outside Entities, Fundraisers, Content Sharing

Website Community Page Requirements

HCS provides a Community Page on the district website as a courtesy space to support non-district events and services relevant to our families. To be included, submissions must meet all of the following:

- The event or opportunity must be located in or serve the greater Hamilton area.
- It must be applicable to students and families of HCS.
- It must not conflict with or replicate services currently offered by HCS.
- It must not include business solicitations, sales, or promotional advertisements.
- Appropriate for all audiences (ex. Not age-restrict or exclusive in nature.)

All submissions are subject to review and approval by the District Communications Office. Approval is not guaranteed, and postings may be removed at any time if found non-compliant.

Final Approval

All decisions related to district communications and content approval lie with the District Communications Office in collaboration with the Superintendent or designated committee. This ensures messaging remains consistent, student-focused, and aligned with the district's mission.