

## Superintendent's Message – February 2, 2011

Moreland School District believes that it takes a partnership of committed people to educate and care for our students. This collaboration includes students, parents, guardians, siblings, teachers, administrators, community members, neighborhood associations, and more, all dedicated to the goal of preparing our students to become responsible and caring citizens, able to think critically and make well-formed decisions with respect for others.

As Vince Lombardi said, "People who work together will win, whether it be against complex football defenses, or the problems of modern society." Moreland communicates in a variety of ways with members of the team that support our students, including: websites, SchoolLoop, email, voicemail, Connect-Ed recorded messages called home, Wednesday envelopes, teacher newsletters, school newsletters, staff newsletters, State of the Schools presentations, Board meetings, Principals' Coffees, Community Board Advisory Meetings, school site council meetings, neighborhood association meetings, and other activities.

Even with the myriad of communication methods, new technologies continue to be introduced to enhance school to home communications in a timely, effective manner. In order to take full advantage of technologies, bridge the communication gap, and build family-school partnerships, we need your feedback. Toward the end of last school year many Moreland parents answered our survey requesting information on how they would like to receive information from Moreland, what type of information, and how they rate Moreland's current communications efforts.

In response to the feedback we received, the District has updated information on websites more frequently, made an effort to reduce the quantity of paper sent home with students, stopped hard copy distribution of several internal newsletters, and updated information in our voice recording system.

However, we're not done. Some parents and employees are asking when we will be going paperless. We are currently reviewing our communications activities to make sure that we are supporting our students and partners in the best way possible. To that end, please complete our survey online at <http://www.surveymonkey.com/s/8YMDX7G> or on the back of this page and return it to your school office.

Thank you,

Glen Ishiwata  
Superintendent

**Ensure Effective Communication  
Survey February 2011**

1. Please prioritize the ways in which you would like to receive information from Moreland School District.
  - a. I would prefer that the district post the Wednesday packet information on the school website. I will collect the information on my own.
  - b. I would prefer that you email a pdf of the Wednesday packet to me
  - c. No Change, I Like The Way It Is Done Now.

2. In the event of an emergency, would you like to be texted with information on the nature of the emergency and directed to a website with more information? If yes, please provide a telephone number to be texted and sign below. Your signature indicates that you recognize that standard messaging and texting rates may apply and that you will be responsible for payment of those rates.

- a. No
- b. Yes

Phone Number (\_\_\_\_) .....

Name(s) of Child(ren) .....

School or Schools .....

Legibly Print Name .....

Signature: .....