



Baseline Communication Assessment

Pre-assessment Worksheet

This worksheet will assist CESO in preparing for the audit conversation. The notes section is the most important part of the document. Please use that section to share details and information related to the question.

I | Communication Strategy & Planning •

QUESTION	YES	SORT OF	NO	NOTES
1. Does your school district have a written communication plan?				
<ul style="list-style-type: none"> • If yes, how often is it shared with the School Board? 				
<ul style="list-style-type: none"> • If yes, how often is it reviewed and updated? 				
<ul style="list-style-type: none"> • If yes, how often is it a topic of discussion with the leadership/cabinet team? 				
<ul style="list-style-type: none"> • If yes, please share the document with CESO. 				
2. Does your district use a mass notification system (ParentSquare, Finals site, etc.) to share messages with parents and staff members? <i>In the notes column, please indicate which system you currently use.</i>				
<ul style="list-style-type: none"> • If yes, share which features of the system are used and for what reasons? Example: Phone calls for emergencies; text messages for reminders; emails for newsletters and messages. 				



3. Does your district have social media guidelines or protocols that are written and shared publicly?				
<ul style="list-style-type: none"> If yes, please attach the document or share a link to your posted guidelines. 				

II | Internal Communication & Engagement •

QUESTION	YES	SORT OF	NO	NOTES
1. Does your district have a newsletter (electronic or print) or some other form of regular communication for staff members?				
<ul style="list-style-type: none"> If yes, please attach a sample or share a link to your staff newsletter. 				
<ul style="list-style-type: none"> If yes, how often is the newsletter sent? 				
<ul style="list-style-type: none"> If yes, do all employees receive the newsletter? If not, which groups are not included? 				
<ul style="list-style-type: none"> If yes, what is the feedback from staff related to the newsletter? 				
2. Does your district have a formal or informal program/process to recognize staff for such things as years of service, retirement, teacher of the year, or other celebrations?				
<ul style="list-style-type: none"> If yes, please share what that looks like. <i>Is it a yearly celebration, a school-based ceremony, etc.?</i> 				
<ul style="list-style-type: none"> If yes, what is the feedback from the staff related to your recognition program? 				



III | Parent/Family Communication •

QUESTION	YES	SORT OF	NO	NOTES
1. Does your school district have a newsletter (electronic or print) or some other form of regular communication with parents and families?				
<ul style="list-style-type: none"> • If yes, please attach a sample or share a link to your parent/family newsletter 				
<ul style="list-style-type: none"> • If yes, how often is the newsletter sent? 				
<ul style="list-style-type: none"> • If yes, what is the feedback from parents related to the newsletter? 				
2. Does your school district have a practice of sharing emergency information with parents and families via email, text or automated phone call?				
<ul style="list-style-type: none"> • If yes, provide examples over the past year of the types of situations that were considered emergency information? 				

IV | External Communication (*residents without enrolled students*) •

QUESTION	YES	SORT OF	NO	NOTES
1. Does your school district have a regular newsletter mailed to each household or some other form of communication that is sent or delivered directly to all non-parents/community members?				



<ul style="list-style-type: none"> If yes, please attach a sample or share a link to your community newsletter/communication. 			
<ul style="list-style-type: none"> If yes, how often is the printed newsletter sent? 			
<ul style="list-style-type: none"> If yes, what is the format (postcard, newsletter, magazine, etc.) 			
<ul style="list-style-type: none"> If it is not a printed piece, what form does it take and how are community members notified the information is available? 			
<ul style="list-style-type: none"> Please provide CESO with a document/link. 			

V | Community Engagement (*students, parents/families, community members*) •

QUESTION	YES	SORT OF	NO	NOTES
1. Does the superintendent or do other leaders hold memberships in community/civic organizations (e.g. Rotary, chamber of commerce, Lions, etc.)				
<ul style="list-style-type: none"> If yes, does the superintendent or do other leaders provide presentations on a regular basis to the groups to update them on school district programs and finances? 				
2. Does your school district offer continuing education and other learning courses for adults in the community?				
<ul style="list-style-type: none"> If yes, how are community members informed about the offerings? 				
3. Does your school district have a Key				



Communicators program?				
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VI | Brand Experience and Reputation •

QUESTION	YES	SORT OF	NO	NOTES
1. Does your district have a document describing brand standards and language?				
<ul style="list-style-type: none"> If yes, please attach or share a link to your brand standards/guidelines. 				
<ul style="list-style-type: none"> If yes, how are staff informed about the brand standards and language? 				

VII | Student Enrollment Retention & Recruitment / New Parent Welcoming Activities •

QUESTION	YES	SORT OF	NO	NOTES
1. Does your school district website include information on how to enroll in your schools?				
<ul style="list-style-type: none"> If yes, please provide a link to the webpage. 				

VIII | Employee Retention and Recruitment •

QUESTION	YES	SORT OF	NO	NOTES
1. Does your school district have content on your				



website that “markets” your district and describes the benefits of working in your schools?				
<ul style="list-style-type: none"> If yes, please provide a link to the webpage 				

IX | Crisis Communication and Preparedness •

QUESTION	YES	SORT OF	NO	NOTES
1. Does your school district have written procedures for communicating during a crisis?				
<ul style="list-style-type: none"> If yes, please share the document with CESO 				
2. Does your school district have sample letters or templates prepared for potential emergency situations such as weather closings, school evacuations, intruders, etc.?				