



## **New Horizons School**

### **Newsletter Review & Alternate Communications Proposal**

#### **School Council Meeting**

**Thursday, November 3 @ 6:45 pm**

#### **Background**

One of the outcomes of our Education Plan is to increase communication with parents. As we examined this outcome, we looked carefully at the function of our current use of the monthly PDF school newsletter. For many years New Horizons School has produced monthly newsletters to share stories relating to school events and other information with parents. Upon examination, and felt that there were some drawbacks to the monthly newsletter, ranging from timeliness and relevance of the news to searchability of specific news stories and information.

Over time, the communication tools available to us have changed, and we sense that the way information is being consumed has changed as well. In order to address these changes and the shortcoming of a monthly newsletter, we propose the following.

#### **Proposal**

The proposal is that New Horizons School eliminates the traditional monthly newsletter for a two month trial period and replace it with more consistent, regular, and timely posts and stories on our website.

1. In order to ensure parents are informed of the updates, we have put the following in place.

- Facebook updates with links to each story;
- Twitter tweets with links to each story;
- We have added the ability for parents to receive notifications each time something new is posted on our news feed by subscribing to the notifications;
  - Any time we update any page on our site, we will post a link to it on our news feed on the home page of our site.
- Any information that is important for parents to receive will continued to be emailed directly to them

2. We propose piloting this format for the months of November and December.

- In early January, we will evaluate the effectiveness of the pilot.
  - That evaluation will include surveying all parents early in January for their input into the effectiveness of the new format versus the monthly newsletter.
- Our evaluation will determine whether to continue with the monthly newsletter, or to continue with the frequent website updates.

*Our intention is to get school news into the hands of parents more timely and efficiently. We hope that you take the opportunity to attend the School Council Meeting on November 3 to be present for the discussions and to provide input into our proposal.*