

BOARD OF EDUCATION

MONDAY, JULY 20, 2026

6:00 PM

NASHUA NORTH BOARDROOM

Meetings are broadcast live on Channel 22 via Comcast or

LIVE Stream link to watch/listen Nashua ETV is: <http://tinyurl.com/NashuaETVStream>

AGENDA

ROLL CALL

OPENING STATEMENT

PLEDGE OF ALLEGIANCE

RECOGNITION/PRESENTATION(S):

CONSENT AGENDA

- | | |
|--|---------------|
| • Board of Education Meeting Minutes | June 22, 2026 |
| • Special BOE Meeting Minutes | July 13, 2026 |
| • Policy Committee Meeting Minutes | July 14, 2026 |
| • Communications | |
| ○ Email Correspondence List (sent via email) | |

ITEMS REMOVED FROM CONSENT AGENDA

COMMUNICATIONS OUTSIDE THE CONSENT AGENDA

PUBLIC QUESTION/COMMENT PERIOD LIMITED TO ITEMS ON THIS AGENDA [15-minute time limit]

SUPERINTENDENT'S COMMENTS

BOARD RESPONSE TO SUPERINTENDENT'S COMMENTS

STUDENT MEMBERS OF THE BOARD COMMENTS

COMMITTEE ON BUDGET

COMMITTEE ON FINANCE AND OPERATIONS – July 20, 2026

- Recommendation to approve the five-year rewards agreements with BSN Sports and Under Armour.
- Recommendation to approve the purchase of SIPPS Literacy Curriculum from Collaborative Classroom at a cost not to exceed \$43,200.00. Funding to be charge to Operating Budget under Curriculum.
- Recommendation to approve the 2026-27 contract with Newsela for Formative Digital Platform for the high schools at a cost not to exceed \$32,442.56. Funding to be charge to Operating Budget under Curriculum.
- Recommendation to approve the Superintendent to enter into a one-year agreement with Leaders Atlas to implement the Mosaic Storytelling Program for the 2026–2027 school year at a cost not to exceed \$18,000.00.
- Recommendation to award Constellations the Staffing and Management of Alternative Program with ABA for the 2026-27 school year at a cost not to exceed \$1,150,436.00. Funding to be charged to the Operating Budget under Out-of-District Tuition.
- Recommendation to award Constellations the Self-Contained ABA Program for the 2026-27 school year at a cost not to exceed \$2,399,698.00. Funding to be charged to the Operating Budget under Contracted Services.
- Recommendation to approve the contract with White Birch for staffing one full-time psychologist for the 2026-2027 school year at a cost not to exceed \$162,000.00. Funding to be charged to the Operating Budget under Contracted Services.
- Recommendation to approve the contract with White Birch for staffing one full-time APPIC Fellow and one Doctorate-Level School psychologist for the 2026-2027 school year at a cost not to exceed \$124,032.00. Funding to be charged to the Operating Budget under Contracted Services

- Recommendation to approve the three-year contract with Leap Learning for staffing one full-time Bilingual psychologist for the 2026-2027 school year at a cost not to exceed \$168,750.00. Funding to be charged to the Operating Budget under Contracted Services
- Recommendation to approve the contract with Champion Speech Therapy for speech services at McCarthy Middle School during the 2026 ESY at a cost not to exceed \$14,033.25. Funding to be charged to the Operating Budget under Out-of-District Tuition
- Recommendation to approve the contract with ABC Physical Therapy for the 2026-27 school year at a cost not to exceed \$270,000.00. Funding to be charged to account 91.1.022160 53614.
- Recommendation to approve the contract with Clark Associate for the 2026-27 school year at a cost not to exceed \$976,522.50. Funding to be charged to account 91.1.022160 53614.
- Recommendation to approve the FY26 June Transfer Report.

COMMITTEE ON POLICY

First Reading

- ECA District Security
- ECA-R District Security Procedures
- ECAF Use of Cameras on School Buses (*Surveillance and Other Audio or Video Recording by the District*)
- EEAA Video and Audio Surveillance on School Property
- KF Community Use of School Facilities

Second Reading

- N/A

COMMITTEE ON CURRICULUM AND EVALUATION

COMMITTEE ON HUMAN RESOURCES – July 20, 2026

- Recommendation to approve the Head Teacher job description
- Recommendation to approve the July 20, 2026 Personnel Recommendations

UNFINISHED BUSINESS

NEW BUSINESS

- Recommendation to approve the 2026-2027 School Year Communication Plan

LIAISON REPORTS

PUBLIC COMMENTS [15-minute time limit]

BOARD MEMBERS' COMMENTS

NONPUBLIC SESSION, IF NEEDED:

RSA 91 A:3 II (a) The dismissal, promotion, or compensation of any public employee or the disciplining of such employee, or the investigation of any charges against him, unless the employee affected (1) has a right to a meeting and (2) requests an open meeting in which case the request shall be granted.

RSA 91 A:3 II (b) The hiring of any person as a public employee.

RSA 91 A:3 II (c) Matters which, if discussed in public, likely would affect adversely the reputation of any person, other than a member of the BOE, unless such person requests an open meeting.

RSA 91 A:3 II (e) Consideration or negotiation of pending claims or litigation which has been threatened in writing or filed against the body or agency or any subdivision thereof, or against any member thereof, because of his membership in such body or agency, until the claim or litigation has been fully adjudicated or otherwise settled....

RSA 91 A:3 III Minutes of the meetings in nonpublic session shall be kept and the record of all actions shall be promptly made available for public inspection, except as provided in this section. Minutes and decisions reached in nonpublic session shall be publicly disclosed within 72 hours of the meeting, *unless, by recorded vote of 2/3 of the members present taken in public session, it is determined that divulgence of the information likely would affect adversely the reputation of any person other than a member of the Board....*

NEXT MEETING(S):

BOE Meeting, Monday, August 24, 2026 @ 6:00 pm

ADJOURNMENT;
NONMEETING FOR NEGOTIATIONS, IF NEEDED;
NONMEETING WITH COUNSEL, IF NEEDED

*ECAF, ECA-R***DISTRICT SECURITY**

The Superintendent, or their designee, shall develop and maintain District Security Procedures which will ensure the safety and security of all students, staff and visitors to District property and to safeguard District buildings, grounds, and equipment. District Security shall be reviewed annually and any changes should be made to either *Policy ECA-R District Security Procedures* or *Policy ECAF - Use of Cameras on School Buses* and submitted to the BOE for review.

The District Security Procedures will establish protocol for staff/visitor/contractor identification, building occupancy accountability, access control both during and after the school day, ~~portable classroom access~~, school dismissal procedures, key control, alarm codes, access control system programming and video surveillance.

School principals shall be responsible for implementing the District Security Procedures for their buildings. Non-instructional buildings shall each have a staff member designated as the building safety coordinator. ~~Procedures for use of cameras on school buses will use established protocol for the utilization of security surveillance as well as the recording, storage and saving of media. The District Transportation Director shall be responsible for implementing the Use of Cameras on School Buses procedure with the transportation provider.~~

Both the initial version and updates to *Policy ECA-R District Security Procedures* and ~~*Policy ECAF - Use of Cameras on School Buses*~~ will be reviewed and approved by the Board of Education.

Legal References:

Legal References Disclaimer: These references are not intended to be considered part of this policy, nor should they be taken as a comprehensive statement of the legal basis for the Board to enact this policy, nor as a complete recitation of related legal authority. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

Board Approved: 04/12/2010, 05/08/2017

DISTRICT SECURITY PROCEDURES

Introduction

The procedures set forth below are not designed to restrict or limit access to Nashua Public Schools for individuals who have legitimate reasons for being in the schools. Rather, these procedures have been established to properly identify all visitors to District buildings and control access so that only visitors with legitimate business are allowed to enter Nashua Public Schools. An effective access control policy will enhance the overall security of District campuses and prepare each building to respond to an emergency event.

Employee Identification

All employees will be issued photo identification/proximity reader cards by the District at the time of initial employment or transfer to a new position, including continuing and long-term substitutes. IDs will be provided through the Central Office Human Resources Office for all District staff. In a limited number of instances, the Superintendent or designee may authorize the Human Resources Office to issue an identification card to a contractor providing services to the District on a regular basis. Contractors who are issued a district ID must be fingerprinted and go through a criminal background check. ID's will not be issued to a contractor until the district has received a clear background check.

Official photo identification must be worn above the waist at all times by employees so that the ID is easily recognizable to other employees, visitors and students. Additionally, employees with keys to classroom doors shall wear those keys on lanyards at all times to provide immediate access to the keys in the event of a lockdown. Alternatives to lanyards may be approved by a school administrator.

Should an employee forget to bring his or her ID card and keys to school, the main office will issue a lanyard with a proximity reader/non-photo identification card and keys which can lock any classroom door. The employee will be asked to render his/her driver's license or other form of security (i.e., car keys) to the school secretary at the time the lanyard is provided. The identification will be returned to the employee when the lanyard is returned at the end of the day. Each school shall be responsible for safe security and return of photo IDs or other forms of security.

Upon receipt of a personnel action form terminating a staff member from the employ of the Nashua School District, the Assistant Director of Plant Operations for Safety/Security HR-Office will remove the employee from the access control system. The principal shall also retrieve the ID card and keys from the employee at the time of separation from the District and return them to the Assistant Director of Plant Operations for Safety/Security.

Each employee must immediately report the loss of an employee identification card to the principal or principal's designee. The school office must then make arrangements with the Human Resources Office for the employee to obtain a new identification card.

An employee will be provided with one free replacement card ~~once every three years~~. Thereafter, the employee will be charged \$10 for each additional replacement of his or her identification card ~~within the three-year period~~. The District may periodically re-issue identification cards to all employees.

Employee identification will be accepted for access at every school, although employees other than Plant Operations maintenance personnel must sign in on the visitor logs in schools to which they are not routinely assigned. Plant Operations maintenance personnel are required to radio the head custodian of their presence when they arrive at a school.

There will be a zero-tolerance policy for employees releasing their issued employee identification cards to other unauthorized staff members, students or members of the public. Staff members found in violation of this policy will be subject to disciplinary action, up to and including dismissal.

Substitute Identification

At the beginning of his/her shift, a substitute will report to the main school office where he/she will be issued a lanyard with a proximity reader/non-photo identification card and keys to lock classroom doors. The lanyard shall be worn at all times. The substitute will be asked to render his/her driver's license or other form of security (i.e., car keys) to the school secretary at the time the lanyard is provided. The identification will be returned to the substitute when the lanyard is returned.

Visitors to the School

All visitors must be vetted prior to being granted admittance into the school. Examples of vetting include confirming a parent/guardian's identity for dismissal purposes, verifying that a staff member is expecting the individual for a scheduled meeting, or ensuring that a contractor is authorized and scheduled to perform work on the property. Vetting should occur while the visitor remains outside the main entrance, utilizing the door intercom system. Once vetting is complete, the visitor may be allowed into the school vestibule. Visitors are required to remain in the vestibule to conduct their business unless they have a scheduled meeting. Visitors with confirmed appointments may be admitted into the main office.

If the visitor will require access beyond the vestibule aAll visitors are required to sign in at the school's main office or security office.

All schools will have a visitor log located in the main office or security office for visitors to sign before proceeding further into the school. The visitor log shall consist of the date of the visit, the visitor's full name, the time in and the time out, who he/she is visiting, and the purpose of the visit.

Each visitor will be required to display an official school visitor pass on the outside of his/her clothing above the waist at all times until he/she signs out to leave the building. ~~BOE members may use their school identification badge.~~ The pass will be a disposable sticker, and must include the visitor's name as well as the school and date of the visit.

It is the responsibility of each visitor to sign out of the building each day and, if applicable, return his/her pass to the school office.

Visitors or individuals who cause a disruption on campus or who are found to be trespassing on campus may be asked to leave the campus. Nashua Police may be called for any individual not complying with the school's request to leave the campus.

It is the responsibility of the school to ensure that visitors other than district staff members, designated volunteers, and approved contractors receive a staff escort to their destination and a staff escort back to the main office or security office once their visit has finished.

All visitor login sheets and other documents pertaining to visitor entry should be kept on file with the school for the duration of the school year. These documents shall be kept on file for a minimum of 30 days beyond the end of the school year.

Visitors to Other District Facilities

All visitors must be vetted prior to being granted admittance into the school. Examples of vetting include confirming a parent/guardian's identity for dismissal purposes, verifying that a staff member is expecting the individual for a scheduled meeting, or ensuring that a contractor is authorized and scheduled to

perform work on the property. Vetting should occur while the visitor remains outside the main entrance, utilizing the door intercom system. Once vetting is complete, the visitor may be allowed into the school vestibule. Visitors are required to remain in the vestibule to conduct their business unless they have a scheduled meeting. Visitors with confirmed appointments may be admitted into the main office.

Vendor/Contractor Identification

Any vendor or contractor requiring access beyond the main office, kitchen or loading areas shall be required to sign in as a visitor and receive a temporary visitor's pass. Vendors shall present appropriate identification, such as an employee's identification badge or driver's license.

When delivering supplies or working inside a District building, the principal may require the vendor to be accompanied by authorized school personnel.

Occupancy Accountability

Each school must develop a procedure to access lists of all students present in the building at the point an emergency incident occurs at the school. These lists must be readily accessible and transferable during an emergency event. Each school should designate a primary and alternate staff member responsible for this task during any incident that requires occupancy information.

Any lists of adults present in the building (visitor or staff log) shall be readily accessible and transferable during an emergency event, with a primary and alternative staff member responsible for this task during any incident that requires occupancy information.

Access Control During the School Day – Classroom and Building Doors

All classroom doors must be shut and locked when classrooms are unoccupied. Custodial and mechanical closets must also be locked at all times unless Plant Operations staff is present.

Doors may be unlocked for morning entry points for arriving students and dismissal passage at the end of the school day. All entrances must be locked during the school day from the start of classes until dismissal.

Building administrators have the discretion to temporarily unlock doors during the school day for special school events that may require usage of these doors by parents and other visitors to the events.

~~All school doors opened for arriving students, student dismissals, visitors for special events and other occasions during the school day shall be monitored by school staff.~~ If a building administrator elects to open one or more doors for arriving students or special events during the school day, they are responsible for ensuring that a staff member is assigned to each open door to monitor activity and prevent unauthorized entry into the building.

~~All schools, where applicable, will develop a system utilizing theatre style roping systems to funnel visitors into the main office for screening upon building entry.~~

All visitors to elementary and middle school building main entrances and kitchen/loading dock doors will be screened by main office personnel viewing CCTV monitors and requesting visitors to state their names and business prior to entering the building. Visitors to NHS North and NHS South will have their initial screening, identification verification and pass issuance completed through the security station office.

School personnel have the authority to deny a visitor access to the building, and to request further identification before he or she is permitted to enter the building. In all cases where access is denied, an administrator shall be notified immediately of the circumstances of the denial. Personnel should not step outside of the building to conduct additional screening. If there is any indication that the visitor may be

agitated, dangerous or unstable, the School Resource Officer or Nashua Police Department should be immediately notified.

Unauthorized opening of perimeter doors exposes buildings to undue risk and defeats the purpose of the security system developed by the District. Because of the seriousness of this violation, security personnel and school administrators must make all reasonable attempts to identify and take appropriate disciplinary action against offenders.

Portable Classrooms

~~All portable classroom doors must remain locked while classes are in session.~~

~~A student who is approved by a staff member to travel to and from the main building during class time will be provided with a temporary proximity card to gain access to the main building~~

~~The access control system will be programmed to unlock designated doors at the main building to enable students to move freely between the school building and portable classrooms during class transition times.~~

~~The school principal is responsible for ensuring that during class changes at least one staff member is assigned to be outside between the main building and portables monitoring the safe transition of students from one building to the other and assuring no unauthorized individuals attempt to enter the building.~~

School Dismissals

All schools must establish a dismissal process that allows for an orderly school dismissal, monitored by school personnel at each perimeter door utilized for the dismissal.

Schools shall follow the procedures for early dismissal of students as outlined in procedure JH-R, *Student Attendance Procedures*.

Any other special circumstances for dismissal, whether temporary or permanent, and requiring an older sibling, relative or neighbor to accompany a student must be authorized in writing and signed by the student's parent or guardian.

After School Activities and Security Procedures

Following the dismissal of students, all school doors not designated as after school entrances should be secured by the school personnel at those doors. Within 30 minutes after dismissal school maintenance staff will insure that these school doors are secured and locked.

If schools do require access for after school activities, unique procedures for each school must be developed to allow for specific doors to remain open for those activities.

Each after school/weekend activity will have a designated advisor who is responsible for ensuring the supervision of participants.

Access Control Program Administration

All access control technology and equipment will be purchased and maintained through the Plant Operations Department. Requests for repairs to access control technology and equipment must, therefore, be made through the Department's work order process.

Any serious violations of access control policies and/or procedures may, in fact, be illegal and constitute trespassing or a violation of other criminal statutes. In circumstances where a criminal violation may exist, a report must be made immediately to the Nashua Police Department.

In consultation with the Director of Plant Operations, the Superintendent shall designate the Assistant Director of Safety and Security to provide district-level oversight of school security procedures and

access control program administration. This individual may periodically conduct internal reviews or audits at the District or school level to assure compliance with policies and procedures.

Keys

All new Nashua School District keys must be stamped with an identification number in order to be correctly tracked and inventoried.

All schools will be responsible for maintaining a key log provided by the Plant Operations Department. The key log will note each numbered key issued, who the key was issued to, what areas the key will unlock, and when the key was returned.

The school principal is responsible for ensuring that all keys are appropriately issued to new employees and documented through the key log, and for ensuring that all keys are appropriately returned and signed back in when an employee leaves the employ of the School District or transfers to another building.

An employee must immediately report a lost or missing key to the school principal or designee.

Inside master keys and outside master keys shall only be issued to administrative and maintenance staff. Outside master keys may only be issued to those staff members who have a pin code to arm/disarm the security alarm system.

There will be a zero-tolerance policy for employees releasing their issued key(s) to other unauthorized staff members, students or members of the public. Staff members found in violation of this policy will be subjected to disciplinary actions, up to and including dismissal.

Alarm Codes

All requests to issue new alarm system pin codes or remove existing codes from the alarm system shall be approved by the Plant Operations Department. Staff members who do not hold an outside master key or have after-hours access privileges assigned to their access control employee identification card will not be issued an alarm system pin code.

It is the duty of the principal to immediately notify the Plant Operations Department of any staff member holding an alarm system pin code who leaves the employ of the District or transfers to another building.

Alarm system pin codes will only be issued to administrative staff, maintenance staff, and select high school athletic staff.

There will be a zero-tolerance policy for employees releasing their issued pin code to other staff members, students or members of the public. Staff members found in violation of this policy will be subjected to disciplinary actions, up to and including dismissal.

Video Surveillance

Cameras may be placed in all areas other than areas where people have an expectation of privacy such as change rooms, locker rooms and bathrooms. Areas chosen for surveillance shall be where surveillance is a necessary and viable deterrent.

- Only authorized personnel shall have access to the surveillance monitor controls. Only an administrator, authorized staff members, or police officers shall have access to the video monitors while they are in operation.
- Only those authorized by the Superintendent/designee, Principal/designee, Assistant Director of Safety and Security, ~~or Director of Transportation~~ shall have access to the recordings.
- Video monitoring of buildings or areas will be retained for at least three weeks and then will be erased.

- Copies of recordings of incidents subject to investigations, court cases or due process hearings must be saved and retained until resolved.
- Video surveillance may be used for inquiries and proceedings related to law enforcement, student and employee hearings.
- A copy of a video recording can be released to appropriate authorities.

Requests by the public or media for viewing a video recording must be made in writing to the Superintendent or his/her designee and, if the request is granted, such viewing must occur in the presence of the District's designated custodian of the recording. Under no circumstances will the District's video recording be duplicated and/or removed from District premises unless in accordance with a court order, subpoena and/or in conjunction with an investigation conducted in cooperation with law enforcement agencies.

Legal References:

***Legal References Disclaimer:** These references are not intended to be considered part of this policy, nor should they be taken as a comprehensive statement of the legal basis for the Board to enact this policy, nor as a complete recitation of related legal authority. Instead, they are provided as additional resources for those interested in the subject matter of the policy.*

Board Approved: 09/09/2013, 05/30/2017, 03/11/2019, 10/16/2019, 04/30/2020

USE OF CAMERAS ON SCHOOL BUSES SURVEILLANCE AND OTHER AUDIO OR VIDEO RECORDING BY THE DISTRICT

~~In order to promote school bus safety for students attending the public, private and parochial schools in the Nashua School District the Board of Education empowers the Superintendent of Schools to utilize security cameras on those bus routes under the jurisdiction of the District. Security cameras may be utilized on those routes where the behavior of riders is such that the regular methods of discipline have failed to insure a safe bus ride to and from school. All media will be used in a manner that is consistent with protecting the confidentiality of persons pictured. Students may be suspended from riding the bus in accordance with RSA 189:9-a.~~

A. GENERAL POLICY, SCOPE & DEFINITIONS

The Board authorizes the use of video and/or audio recording, and technological surveillance by District personnel on school property only as provided in this policy, or as otherwise required by law. As used in this policy:

"District personnel" means and includes all employees, volunteers, coaches, and any contracted personnel or companies operating on school property.

"Open to the general public" means an event that is generally open to parents, guardians, family, and members of the community, including events for which attendance may require registration, ticketing, or invitation for admission due to space, security, or other concerns.

"Required assessment" means any standardized assessment that is required by state or federal statute or regulation, such as the "ACCESS" English language proficiency assessment.

"School property" means all real property and all physical plant and equipment used for school purposes, including school buses or other vehicles used to transport students on behalf of the District. School property shall also include non-district-owned property when that property is used for school-sponsored educational or co/extracurricular programs or activities.

"Surveillance" means using cameras or other technology to observe, monitor or record areas, or the actions or communications of one or more people. "Surveillance" shall not include technology used to locate equipment when there is reason to believe the equipment is about to be or has been stolen or damaged.

B. PARENTAL CONSENT REQUIRED & PERMITTED EXCEPTIONS

1. Audio and Video Recordings (Other than Surveillance).

- a. Consent required. Except as provided in Section B.1.b below and consistent with the New Hampshire Parental Bill of Rights, this policy prohibits all video and/or audio recording in classrooms or on other school property by District personnel without the prior written consent of the parent/guardian of any student before that student's video image or voice is to be recorded.

Video or audio recordings that require parental consent include, but are not limited to:

- i. Class/course instructional activities, including, without limitation, world language classes;
- ii. Extracurricular/co-curricular activities unless open to the general public;
- iii. Drama, band, chorus, instrumental, practices unless open to the general public; or
- iv. Club and other co/extracurricular activities unless open to the general public.

NOTE: audio or video recording that may be included as part of a student's IEP (individualized education program) or accommodation plan, **is only permitted** if the student's parent or guardian has consented to the IEP/accommodation program.

b. Exceptions - When Prior Consent is not Required. Parent/guardian consent is not required when a recording by District personnel is:

- i. part of a court proceeding or investigation by child protective services - video and/or audio;
- ii. part of a safety demonstration - video and/or audio;
- iii. intended to maintain order and discipline in a common area or on student transportation vehicles - **video only** other than on school buses, *see* Section C.1 and C.2, below;
- iv. made as a component of the administration of a required assessment - video and/or audio as required for the assessment; OR
- v. made during a District or school-sponsored event that is open to the general public - video and/or audio.

2. **Form of Consent.** Consent required under this policy may be obtained either as part of the start of year/enrollment documentation, or for specific classes, events or activities.

C. SURVEILLANCE

1. Video Surveillance Without Audio.

Video surveillance is authorized on District property, including, without limitation, school buses and other district provided transportation, to ensure the health, welfare, and safety of all students, staff, and visitors to District property and to safeguard District buildings, grounds, and equipment.

The Superintendent or his/her designee will approve appropriate locations for surveillance cameras. Placement of cameras will be based on the presumption and belief that students, staff and visitors have no reasonable expectation of privacy in areas or at events that occur in plain view. However, such devices are not to be placed in bathrooms, or dressing or locker rooms.

2. Audio Surveillance with or without Audio.

Although video surveillance is permitted under state law, under RSA 570-A:2, II(k), surveillance with audio recording without the consent of all parties (or their parent/guardian) is only specifically permitted on school buses (subject to further

conditions as provided in Sections D.2 and E.3, below).

D. ACCESS, USE & RETENTION of RECORDINGS

Subject to specific provisions in Paragraph C.1, relating to access, use and retention of recordings constituting student education records, and C.2 relating to bus surveillance recordings that include audio, and subject to the terms of any other applicable Board policies, laws or regulations, or recording provisions included in written agreements or MOUs with local law enforcement, recordings may only be used, disclosed, retained or destroyed as provided in Board policies EH and EHB, and corresponding administrative regulations EHB-R.

1. Recordings as Student Education Records.

Any recording, with or without audio, that is used or is intended to be used in connection with one or more specific students will likely constitute a student record under FERPA, and may only be accessed and viewed as permitted under FERPA (see Board policy JRA). Examples of recordings that will constitute student records, include, but are not limited to, (i) surveillance recordings that capture suspected violations of student conduct rules, Board policies, or state or federal laws, or (ii) recordings that are created as part of a student's IEP/accommodation plan.

2. Recordings from School Buses that Include Audio.

Recordings which include audio that are made on school buses by District personnel (including, without limitation, owners or operators of school buses) must also comply with the limitations of RSA 570-A:2, II (k)(2). Accordingly, no such recording may be retained for "longer than 10 school days unless the school district [first] determines that the recording is relevant to a disciplinary proceeding, or a court orders that it be retained for a longer period of time. An audio recording shall only be reviewed if there has been a report of an incident or a complaint relative to conduct on the school bus, and only that portion of the audio recording which is relevant to the incident or complaint shall be reviewed." RSA 570-A:2, II (k)(2).

E. NOTIFICATION REQUIREMENTS

1. The Superintendent will ensure that parents and students are notified of the consent requirements/exceptions through the Student-Parent Handbook and/or the school websites.
2. Signs will be posted on school property to notify students, staff, and visitors that surveillance recording devices may be in use. (More specific notice is required for audio recordings on school buses as provided in Paragraph E.3, below).
3. The Superintendent or his/her designee shall ensure that there is a sign prominently displayed on the school buses informing the occupants of the school buses that such audio recordings may be occurring. Notification that audio recordings may be made on school buses will also be included in the Student-Parent Handbook and/or the school websites.

ADDITIONAL ADMINISTRATIVE REQUIREMENTS

In addition to procedures relating to access, use and retention of recordings, and location of surveillance cameras on school property, the Superintendent/designee is authorized to establish and distribute such other regulations, procedures and consent forms as the Superintendent/designee deems necessary or appropriate in order to implement this policy.

The Superintendent is also directed to ensure that District personnel are aware of the prohibitions and limitations included in this policy through training and/or information provided at the beginning of each school year and upon the beginning of employment/service.

Legal References:

RSA 189-B:4 Parental Rights

RSA 570-A:2 Capture of Audio Recordings on School Buses Allowed

34 CFR. Part 99, Family Educational Rights and Privacy Act Regulations

***Legal References Disclaimer:** These references are not intended to be considered part of this policy, nor should they be taken as a comprehensive statement of the legal basis for the Board to enact this policy, nor as a complete recitation of related legal authority. Instead, they are provided as additional resources for those interested in the subject matter of the policy.*

Board Approved: 12/15/2003 (replaces 5421); 05/08/2017; 06/26/2017

*Reference EEAA-R***VIDEO AND AUDIO RECORDING IN SCHOOL CLASSROOMS**

The Board recognizes that video and/or audio recordings can serve many valuable purposes that align with our schools' educational mission and program. The Board approves the use of video and/or audio recordings for educational purposes, such as recording student performances for co-curricular or instructional purposes; creating classroom instruction materials; and providing tools for teacher instruction and development, consistent with the District's evaluation system.

The Administration must receive written consent of the teacher and the parent or legal guardian of each affected student prior to recording in any way a school classroom for the purpose of teacher evaluations and approval of the Board of Education after a public hearing.

Nothing in this policy shall preclude the use of audio or video recordings for use with or by a child with a disability, or by such child's teacher or service provider when the child's special education program or accommodation plan includes audio or video recording as part of the child's special education, related services, assistive technology service, or methodology, so long as such audio or video recordings are made, used, and maintained in accordance with the Family Education Rights and Privacy Act, 20 U.S.C. section 1232g, and applicable state law.

Nothing in this section shall preclude the use of audio or video recordings for student instructional purposes.

Nothing in this section shall preclude the use of audio or video recordings for use in the instruction of teacher interns or student teachers after written notification to the parent or legal guardian of each affected student as to the purpose of, and privacy policy for, the recordings.

Recordings outside of classrooms are not hereby prohibited.

Nothing in this policy shall preclude a parent/guardian from opting their child out from audio videotaping in a classroom.

Legal References:

RSA 189:65, Definitions

RSA 189:68, IV, Student Data Privacy

RSA 570-A:2

20 U.S.C. §1232g, Family Educational Rights and Privacy Act (FERPA)

34 C.F.R. 99, Family Educational Rights and Privacy Act Regulations

Board Approved: 05/10/2010

R/Board Approved: 08/16/2010

R/Board Approved: 01/25/2016

R/Board Approved: 09/26/2016

COMMUNITY USE OF SCHOOL FACILITIES

Nashua public schools and athletic fields are community facilities, and should be accessible for community use within available time and resources.

The term “school facilities,” as referenced in this policy, includes school buildings, grounds, and school athletic fields.

Stellos Stadium is a school facility that is managed separately in cooperation with the Nashua Department of Parks and Recreation. Stellos Stadium can only be used by youth organizations (Nashua City Ordinance 0-02-94). Stellos Stadium is not available for rentals.

Groups requesting use of Nashua school facilities must complete and submit an online facility request at least thirty (30) calendar days prior to the date of the event and no more than one (1) year in advance.

The Director of Athletics, or Director of Plant Operations, may limit the use of specific athletic fields to school-related groups in order to maintain the playing condition of the fields. The Richard Belanger Gymnasium at Nashua High School South and the primary gymnasium at Nashua High School North are not routinely available to outside groups.

When conflicting requests for use of a school facility arise, requests shall be granted in the following order: school-related groups; Nashua Parks & Recreation groups; non-profit youth-related groups; other non-profit organizations; and for-profit organizations. Proof is required to demonstrate non-profit status.

Although every attempt will be made to honor facility requests, events scheduled more than three (3) months in advance may be subject to change due to the scheduling of school events.

Rental Fee and Charges

Rental fees and charges for use of school facilities shall be administered based on a fee schedule contained in the policy and subject to change from time to time. There may be a seasonal usage fee for the use of certain district athletic equipment (i.e., wrestling mats, cheerleading mats). A deposit of 50% of anticipated costs is required with signed contract or the reservation will be canceled.

All political candidates shall pay rental fees in advance.

Exempt Groups

Public access youth leagues, shall be exempt from rental fees. Custodial overtime charges will only be applied to events when staff are not scheduled to be on duty.

Exempt Youth Leagues

- PAL Football and Cheerleading
- Elks Crusaders Football and Cheerleading
- Cal Ripkin Baseball
- Little League Baseball
- Ray Oban Baseball (Nashua Parks and Recreation)
- Babe Ruth Baseball and Girls Softball (Nashua Parks and Recreation)
- Nashua Blast Youth Boys and Girls Lacrosse
- Nashua Youth Boys and Girls Soccer League

- Boys and Girls Club of Greater Nashua, NH
- PAL Cross Country
- PAL Boys and Girls Wrestling
- Cougars Football and Cheer
- K-9 Cheer
- Other teams as determined by the Superintendent

Other Exempt Groups

Nashua School District-based organizations and teams, City Departments, School District PTOs, and Boy Scouts/Girl Scouts, are not subject to reservation fees, rental fees, or overtime charges. The Superintendent of Schools or his/her designee may from time to time exempt other organizations from reservation or rental fees.

~~Regional and State level Destination Imagination events are not subject to reservation or rental fees. Overtime charges shall be waived every third year for a regional meet or State meet.~~

Overtime/Staffing Charges

With the exception of school-related and exempt groups, any organization requiring custodial coverage in a school building over and above the normal staffing complement shall be charged a minimum rate of \$40 per hour per custodian (3-hour minimum). Custodial charges begin 30 minutes prior to the scheduled event and conclude when the rental space has been restored for usage for the following school day. The use of a kitchen requires the presence of a Nashua School District cook or food service assistant at all times, at a contractual overtime rate (in excess of normal 7-hr work day, after 3:00 pm M-F; and/or on weekends) which will be invoiced separately.

The use of an athletic field requires the presence of a School District staff person as approved by the Director of Plant Operations or Director of Athletics at a minimum rate of ~~\$30~~40 per hour (3-hour minimum). This individual shall have the right to cancel an event on the athletic field directly before or during the event when, in the exclusive judgment of that individual, weather conditions on the playing field warrant the cancellation of the event.

Events with over 250 attendees ~~may will~~ be subject to additional staffing requirements, i.e., additional custodians, crowd management, police or fire detail and Nashua City permitting. ~~This will be at the discretion of the District.~~

Other Charges and Fees

Requests for use of special equipment or specific set ups must be made at the time the request form is submitted, and may result in additional charges.

Should a scheduled event result in damage to District-owned equipment or property, including athletic fields, the sponsoring organization will be liable for the full cost of repairs.

Only the School District may line athletic fields. The requesting organization will be charged for the cost of lining the field on a time and material basis.

Sound and Lighting

Organizations requiring the use of school sound and/or lighting systems must coordinate with the building principal or designee in advance of the event. If it is determined that a Nashua School District employee is required to operate the sound and lighting equipment, the organization shall be responsible for all applicable fees as outlined in the Fees and Charges Schedule contained in this policy.

Organizations that have qualified sound and lighting personnel may request permission to operate the equipment themselves. Such personnel must meet with designated Nashua School District staff prior to the event to review the equipment, demonstrate proficiency, and receive authorization for its use. Final approval for independent operation of sound and lighting equipment shall be at the discretion of the District.

Organizations are responsible for any damage to sound or lighting equipment resulting from misuse by their approved operators.

City of Nashua Permits

Permitting applications can be found on the Nashua City website for police, fire, food safety, and insurance.

Insurance

Prior to the use of a school facility by a sponsoring organization, a certificate of insurance must be issued naming the City of Nashua as an additional insured, with limits as required by the City of Nashua.

Cancellations

Any sponsoring organization desiring to cancel a reserved date must provide at least 72 hours' notice in advance of the specified time and date of the event, or the rental fees will be forfeited. The sponsoring organization shall be additionally responsible for any extra custodial costs incurred as a result of inadequate notice of cancellation.

In the event of a cancellation of school building activities due to emergencies or inclement weather, the District will notify the sponsoring organization. The event may either be rescheduled by the sponsoring organization, or reservation and rental fees will be returned. Public information regarding the cancellation or rescheduling of any event is the responsibility of the sponsoring organization.

Additional Requirements

The use of alcoholic beverages, smoking, vaping, and tobacco products are forbidden in and on school premises at all times. Nashua schools are posted as Drug Free School Zones.

All sponsoring organizations are responsible for complying with applicable national and State regulations, local ordinances, and requirements of the Nashua Police and Fire Departments, as well as obtaining any required permits.

All sponsoring organizations are expected to supervise and conduct an event in a responsible manner that respects persons and property, and leaves a school facility in the same condition it found it, normal wear and tear excepted.

The Board of Education of the Nashua School District, through the Superintendent of Schools reserves the right to limit or revoke the reservation of a sponsoring organization, or reject the request for use of school facilities.

Food and drink are permitted only in designated areas (i.e., cafeterias, high school career centers).

Approval may be denied due to lack of appropriate space or if a previous activity by the applicant resulted in a violation of any aspect of any School Board policy or guidelines.

Legal References:

***Legal References Disclaimer:** These references are not intended to be considered part of this policy, nor should they be taken as a comprehensive statement of the legal basis for the Board to enact this policy, nor as a complete recitation of related legal authority. Instead, they are provided as additional resources for those interested in the subject matter of the policy.*

Board Approved: 11/24/1997, 04/14/2003, 02/20/2008, 01/09/2012, 05/09/2016, 07/26/2021,
05/12/2025

**Nashua School District
Facilities Rental Fees and Charges for Non-Profit Groups
Effective July 1, ~~2025~~2026**

All rental fees are charged on a daily basis. The reservation fee is charged per event.

The Richard Belanger Gymnasium at Nashua High School South and the primary gymnasium at Nashua High School North are not routinely available to outside groups.

Rentals: As is and returned to the original condition.

	Non-Profit	For-Profit
High School Auditorium	\$350	\$775
High School Cafeteria	\$175	\$400
High School Kitchen	\$125	\$250
North Star Café	\$175	\$350
High School Gym – Large Wood Floor	\$325	\$700
High School Gym – Rubber Floor	\$325	\$700
High School Gym – Small Rubber Floor	\$75	\$175
High School Lecture Hall/Board Room	\$150	\$300
High School Media or Career Center	\$150	\$300
High School Parking Lot - South	\$250	\$600
Middle School Gym	\$125	\$250
Middle School Cafeteria	\$150	\$300
Middle School Kitchen	\$100	\$225
Middle School Media Center	\$125	\$250
Elementary School Gym	\$100	\$200
Elementary School Cafeteria	\$125	\$250
Elementary School Kitchen	\$100	\$200
Elementary School Media Center	\$100	\$200
Classrooms (all schools)	\$40	\$80
Conference Rooms	\$40	\$80
Playing Field (excluding Stellos Stadium)	\$250	\$550
<u>Additional Costs:</u>		
<u>Mats (seasonal usage)</u>	<u>\$500</u>	<u>\$750</u>
<u>Sound and Lighting</u>	<u>\$35/hr</u>	<u>\$35/hr</u>
<u>Crowd Management/Control</u>	<u>\$40/hr</u>	<u>\$40/hr</u>

Nashua School District Comprehensive Communication Plan

(Revision 7/15/2026)



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Introduction

The Nashua School District is committed to open, honest and ongoing communication with our stakeholders. We understand that maintaining a two-way conversation with stakeholders is essential for building relationships and that these relationships are the foundation for a strong school system. This communications plan was designed to establish a comprehensive and integrated communications process for effective communication with all stakeholders. The plan is a working document that is reviewed on an annual basis by the Board of Education. It is used as a basis for the district's accountability, as well as for providing a framework for future source and budgetary consideration.

Successful communication strategies are an integral part of building the Nashua School District's reputation and image, both within the school community and with the general public. Communication procedures will vary in different situations and between stakeholders; however, the ultimate aim of each communication form is to provide a clear and transparent message leading to shared understandings of expectations.

These strategies include both in-person and online channels of communication that are easily accessible and consistently utilized. The plan also provides clear and open communication channels for feedback and input. At its core, this plan is designed to streamline information flow, enhance transparency, and provide you with the resources you need when applicable.

Stakeholders include:

- Students
- Parents/Guardians
- Prospective Parents
- Staff
- Nashua Board of Education
- The Nashua Community
- The Department of Education

This communication plan sets out to consciously provide:

- Strong relationships between staff, students and parents/guardians
- A positive and nurturing learning environment for students

Mission Statement

The mission of the Nashua School District is to provide personalized educational opportunities and cultivate the skills and perspectives necessary for meaningful contributions to the community.

Vision Statement

The Nashua School District is a community where curiosity drives education and every learner is valued.

Core Values

Our core values should remain constant in an ever-changing world. These values provide the foundation for our work and influence how we conduct ourselves and engage with others. The PRIDE set of core values was established through the Portrait of a Learner process and continues forward in the Strategic Plan.



Related Board Policies

The Nashua School District has approved several district-wide policies that are directly related to communication in some way shape or form.

[GBEBB - Electronic Communication Between Employee/Student](#)

[KA - School, Community and Home Relations](#)

[KD - School District Social Media Websites](#)

[KDCA - Student-Conveyed Communications](#)

[KE - Public Complaints](#)

[KEB - Public Complaints about School Personnel](#)

Strategic Plan

In June 2025, the Nashua School District Superintendent and the Board of Education committed to create a five-year strategic plan. This process was data-driven, inclusive of district stakeholders, and focused on the priorities that will help the district succeed in the future.

A strategic plan is a living document that is used to communicate the district's goals and priorities. This plan ensures that all stakeholders are working toward common goals and focuses the district's energy and resources to complete those goals. Over the course of three summer months, more than 30 dedicated committee members—representing students, families, educators, school leaders, and community partners—came together to engage in thoughtful dialogue, courageous reflection, and shared problem-solving. Their commitment, insight, and expertise laid the foundation for this plan. As we look towards the future we recognize that schools are asked to do more and in many cases with fewer resources, and planning for the future is more important than ever.

The Nashua School District strategic plan establishes four Focus Areas and Strategic Initiatives:

- 1. Climate, Culture, and Community Engagement**
 - a. To foster a positive, inclusive, and connected school community by building trust, promoting transparent and responsive communication, and engaging families and stakeholders as active partners in student success.
- 2. Teaching, Learning, and Leading**
 - a. To promote academic growth for all students through rigorous instruction, ongoing staff development, and equitable access to high-quality, inclusive learning experiences that foster a sense of belonging.
- 3. Operational Efficiency and Future Planning**
 - a. To design and sustain streamlined, equitable, and future-ready systems that align with long-term district priorities, ensuring all stakeholders have access to the tools, resources, and support they need.
- 4. Innovate, Research, and Design**
 - a. To cultivate an environment of innovation that enables the district to rapidly evolve.

Communication Priorities

The Nashua School District aims to prioritize effective and proper communication channels, and thus, we are committed to maintaining clear and effective communication to ensure all stakeholders are informed about the division's goals, initiatives, and events. The district should strive to create multiple channels of communication both in-person and online. This includes, but is not limited to hosting meetings and events at schools, maintaining an up-to-date and accessible website, and utilizing our social media channels.

The priority of the communication plan is to be clear and transparent about when and where stakeholders can access district information. As technology evolves, so do the platforms that we use for communication. The district can't utilize every social media or internet platform that our stakeholders may use. Instead, the district will be selective, yet consistent, with the platforms that it uses while making sure that all stakeholders know the location or avenue for gaining information, asking questions, and providing feedback.

The district should create a safe and open environment for feedback, allowing stakeholders to provide their thoughts and suggestions. Open communication will ensure that stakeholders feel informed and included in the decision-making process.

The *Nashua School District Preferred Communication Chart* provides a quick reference to which methods of communication the district will use based on the type of communication. The information being sent will determine who will receive the information using these methods of communication. All emergency alerts and school closings will be sent to the Emergency Contacts listed for each student in the district's Student Management System (Aspen X2).



Preferred Communication Chart

Type of Communication	Website	Phone	Email	Social Media	TV/Radio or News
Emergency Alert	✓	✓	✓	✓	
School Closings	✓	✓	✓	✓	✓
Event Promotions	✓		✓	✓	✓
Announcements	✓		✓	✓	
General Information	✓		✓	✓	
Strategic Initiatives	✓			✓	✓

It is critical for our stakeholders to reach out to us when they have concerns or questions. If information is not available through our primary channels as illustrated in the *Nashua School District Communication Preferred Method Chart* as shown above, then the next step is to contact the district. This is the most effective and expedient way to gather the information needed. It is important to start communication with the person who is closest and has the most information on the situation. The *Point of Contact Progression Chart* provides a progression of contacts that can be used to effectively gather information and work through situations. When contacting the district, please utilize this progression chart. District staff will ask and redirect your calls as needed to maintain the integrity of this system.

TOPIC	1st Contact	2nd Contact	3rd Contact	4th Contact	5th Contact
Classroom Management (Academics, Curriculum, Behavior)	Teacher	Asst. Principal / Principal	Assistant Superintendent	Superintendent	Board of Education
Special Education	Teacher	Case Manager	Principal	SPED Director	Superintendent
Athletics	Coach	Athletic Director	Assistant Superintendent	Superintendent	Board of Education
Extracurriculars	Club Advisor	Assistant Principal	Principal	Assistant Superintendent	Superintendent
Technology	Help Desk	School Assigned Technician	Director of IT	Chief Operating Office	Superintendent
School - Other	Principal	Assistant Superintendent	Superintendent	Board of Education	---
Transportation	Principal	Transportation Coordinator	Chief Operating Officer	Superintendent	Board of Education
Food Services	Teacher/Asst. Principal/Principal	Food Service Coordinator	Director of Food Service	Chief Operating Officer	Superintendent
Buildings & Grounds	School Principal	Plant Ops Supervisors	Assistant Plant Ops Director	Plant Operations Director	Chief Operating Officer
District Policies/Protocols	School Principal	Assistant Superintendent	Superintendent	Board of Education	---
Student Mental Health		Counselor	Principal	988 Suicide Hotline	NH Rapid Response (833) 710-6477
School Safety (Call 911 for Immediate Concerns)		Principal	Superintendent	Police Department	NH Rapid Response (833) 710-6477

In a medical emergency, call 911 first. If a student or other person is in immediate danger of harming themselves or others, is experiencing a medical emergency, or is in any situation that requires urgent intervention, contact 911 before following the progression chart above. After emergency services have been contacted, notify the building principal or administrator in charge as soon as possible.

Communication Strategies

Several strategies can be used for effective communication. Our district focuses on the following seven strategies for internal and external communication.

1. Use The Most Appropriate Approved Channel:

- Choose the most appropriate channel for the message
- Ensure the message is compliant with district policies
- Check with the administration before using any new channels

2. Clear, Concise, and Error Free:

- Write in simple, easy-to-understand language
- Be as precise as possible
- Keep messages concise and to the point
- Proofread for informational errors as well as any grammar, punctuation, spelling, omitted words, repeated words, spacing/formatting

3. Talk to the Audience with a Focus on Customer Service:

- Understand the needs of the audience
- Show respect for the other person and their feedback
- Be open to feedback and questions

4. Communicate Early and Visibly:

- Be proactive in communicating information to stakeholders
- Get the message out in multiple ways (e.g. email, website, etc.)

5. Develop Common Messaging:

- Develop a unified approach to communication
- Ensure all messaging is consistent and clear
- Be aware of any cultural, linguistic, and accessibility differences that may affect how the message is received

6. Utilize Proper Communication Chain of Command:

- Ensure messages are delivered through the correct channels
- Follow the communication hierarchy for approvals
- Be aware of any protocols that must be followed

7. Provide Opportunities for Feedback and Questions:

- Encourage feedback and questions
- Be open to constructive criticism
- Be responsive to inquiries

Website

Our website is the central hub for all district information, a 24/7 resource for parents, students, staff, and the community at large. Beyond having information available, a well-maintained and up-to-date website builds credibility, fosters trust, and allows us to showcase district achievements, initiatives, and challenges. Parents and guardians should be able to visit our website to see school closures, event details, policy updates, and more. It can also allow us to showcase student work, highlight staff accomplishments, demonstrate the value of our programs, and give our stakeholders the opportunity to easily reach out to us. An up-to-date website is key for staying competitive and staying connected with those who matter most. The district website is the primary source of information for our students and parents alike.

Our communication strategy will empower individual schools to take ownership of their websites, ensuring they serve as a current reflection of its unique community. Principals, assistant principals, and/or designated staff members will serve as content managers for their respective websites, maintaining timely updates to calendars, news, and highlights. This involvement ensures that families are receiving information that is both relevant and up-to-date. The district office will provide comprehensive training, templates, and ongoing assistance to make website maintenance an efficient, sustainable part of daily operations. By integrating web updates into standard workflows, we will build a cohesive yet personalized online ecosystem that strengthens connections between schools and families.

To maximize the potential of an up-to-date website for communication, there are a few strategies to consider:

- Ensure the website is accessible on both mobile and desktop platforms
- Designate one or more staff members as content creators
- Keep the website up-to-date with fresh content, including news, announcements, and your school's spotlight post
- Ensure the content being posted is consistent and in line with the district's mission and vision
- Maintain an accurate calendar and include new events as soon as they are available
- Leverage the website to communicate upcoming events and activities
- Utilize various built-in accessibility tools (WeGlot, AudioEye) to make sure the website is accessible to all users, regardless of device, disability, or language spoken
- Utilize multimedia elements such as videos, photos, and graphics to engage visitors
- All district websites should conform to WCAG 2.2 Level AA, validated through AudioEye on a weekly basis

Social Media

The Nashua School District aims to transform our district's communication from a one-way broadcast to interactive and engaging dialogue, spanning multiple platforms. This strategy targets diverse audiences across Facebook and Instagram, where we will be creating content that showcases academic achievements from our students, highlights our talented staff, and provides transparent district updates. Through storytelling and authentic representations of school life, we'll build community trust, increase engagement, and create meaningful connections that extend beyond traditional communication methods.

Social media should not be the primary source of information from the school district as it may not reach all of the school district's stakeholders. Social media is often used to connect with younger generations, but parents, staff, and other stakeholders may not be as active on social media platforms. Additionally, messages shared on social media can be easily lost among the vast amount of content that is shared on these platforms. The school district website or direct email/phone communication should be the primary source of information as it is more comprehensive and can reach all stakeholders.

Social media can be used to support the official communication provided on the website or through email and phone alerts by providing an additional platform for disseminating information to stakeholders. It is a great tool that can be used to share quick updates, announcements, or reminders with the school district's followers. It can also be used to highlight positive stories and accomplishments from the school district, which can help build a positive reputation and create a sense of community.

Any social media account for a district-sponsored activity will need district approval and consistently follow the standards and strategies listed below. Requests for new social media accounts will be reviewed and approved by the administration and will start with the employee's immediate supervisor (building principal, athletic director, assistant superintendent, superintendent, etc.).

The following standards will be used by the district when developing and posting on any official of affiliated accounts:

- Gain district permission to establish an account, if it does not already exist
- Establish a clear purpose for the account
- Develop an appropriate name and use consistent district branding
- Include a detailed profile that includes contact information, a link to the school district's website, and other relevant information
- Ensure that all security measures are in place to protect the account and its content
- Provide clear guidelines for staff regarding the use of the official social media accounts

The following strategies shall be used by staff utilizing social media for district communication:

- Make sure all posts adhere to the school district's mission and vision
- Use social media to promote important messages and updates from individual schools and the school district as a whole
- Share positive stories and accomplishments from the school district
- Use social media to foster a positive online community for the school district
- Utilize social media to promote upcoming events
- Don't post any confidential or sensitive information
- Don't post content that is not related to the school district

Email Communication Protocols

When done correctly email is a great resource for communicating information. An email should never replace a meeting or face-to-face conversation when those are more appropriate.

When communicating via email keep in mind the following drawbacks:

- **Lack of emotion:** It can be difficult to accurately convey emotions through email. This can lead to misunderstandings and misinterpretations.
- **Lack of immediate feedback:** Responding to emails can take time, meaning that the recipient may not get an immediate response.
- **Overload:** People can become overwhelmed by the influx of emails they receive, and may miss important messages.
- **Errors:** Emails can be sent with errors, such as typos or incorrect information, which can lead to confusion.
- **Security risks:** Emails can be vulnerable to security risks such as phishing attacks.

The following strategies should be used when communicating through email:

- **Be Responsive:** Respond to emails promptly. Same-day response is preferred but no longer than 48 hours when possible. Don't leave emails unanswered for too long. If needed, provide an update instead of waiting until all information is gathered.
- **Verify Recipients:** Only send emails to the appropriate and intended recipients. All emails should be limited to the specific people who need the information. Verify all recipients in a group email before sending. Do not add a recipient to an email without stating it at the beginning of the email. Always ensure that internal communications do not have external recipients.

- **Use Clear Subject Lines:** A clear and descriptive subject line will help the recipient quickly understand the content of the email.
- **Personalize Messages:** Try to personalize emails when possible. Use the recipient's name and relevant details to make the message more personal.
- **Use a Professional Tone:** Always use a professional and respectful tone when communicating through email. Avoid using slang or jargon, and use appropriate language and grammar.
- **Be Concise:** Keep emails as concise as possible. Stick to the relevant points and avoid writing long emails.
- **Proofread:** Before sending an email, proofread it to make sure it is free of any errors.
- **Use Attachments:** If necessary, use attachments to provide additional information. Make sure the attachments are in a format the recipient can open.
- **Be Professional:** Do not forward emails or attachments without the consent of the sender. Do not forward internal communication to external recipients.
- **Language Needs:** When emailing families, utilize the translation features in Finalsight MXR-E, ClassDojo, or other district-approved messaging applications to communicate using the home language of the family.
- **Accessibility:** Attach documents in accessible formats (such as a searchable PDF), and avoid conveying critical information solely through images of text.

Website/Social Media Posting Expectations

School websites and social media channels require consistent maintenance and posting to serve as a reliable community resource. Those involved with posting and general upkeep must follow established workflows, adhere to scheduled posting frequencies, and ensure that content is accurate, accessible, and promptly updated or removed when information is outdated.

Please view the following expectations regarding specific channels:

- **Social Media:** 2-3 times per week
 - Maintaining an active presence on social media at this frequency ensures consistent community engagement without overwhelming followers. Utilize Meta Business Suite to find the best time to post. Content should include a mix of announcements, student achievement, staff recognition, and community partnerships.
- **Website's 'Recent News' Module:** Once per week, or as needed
 - Update the Recent News section with any general news that parents and families should have easy access to once per week, or as needed. This could include new lunch menus, field trips, and assemblies.

- **School Calendar:** Once per week, or as needed
 - Review and update the school calendar once per week to ensure accuracy. New events should be put in the calendar within at least one week of advance notice to allow families to respond accordingly. Verify that all information, such as the building, room numbers, time, date, and any other details are included.
- **School Spotlight:** 1-2 times per month
 - Feature special events, assemblies, student achievements, innovative practices, that show off what makes the school special. The district's Social Media Coordinator should be given advance notice of any special events or assemblies to allow for professional photography to be taken on the day.
- **Website Audit:** Once per month
 - Conduct a comprehensive review of all sections in the school's website to identify outdated content, broken links, or accessibility compliance issues. Check staff directory pages for accuracy and put in for removals for departed employees. Report any technical issues to the Webmaster within 24 hours of discovery.

District Branding

Consistent branding is essential to maintaining a unified identity for our district. Clear, cohesive communication helps strengthen recognition, build trust with our stakeholders, and reflect the professionalism of our district. It is important to follow district branding in order to ensure consistency and cohesiveness in all communications. Branding helps to create a unified message and identity for the district, and it helps to establish trust and recognition with stakeholders. By following district branding, the district can ensure that all of its communications are professional, on-brand, and recognizable to those outside of the district.

District Typography		District Logo			
ABCDEFGHIJKLMNOP OPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz123456789 0!@#%\$^&*() <i>Aleo Regular</i>	ABCDEFGHIJKLMNOP QRSUVWXYZ abcdefghijklmnopqrst uvwxy1234567890!? @#\$%^&*() <i>Cabin Regular</i>	 Horizontal Logo			
ABCDEFGHIJKLMNOP OPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz123456789 0!@#%\$^&*() <i>Aleo SemiBold</i>	ABCDEFGHIJKLMNOP PQRSTUVWXYZ abcdefghijklmnopqrst uvwxy1234567890!? @#\$%^&*() <i>Cabin SemiBold</i>				
ABCDEFGHIJKLMNOP OPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz123456789 0!@#%\$^&*() <i>Aleo Italic</i>	ABCDEFGHIJKLMNOP QRSUVWXYZ abcdefghijklmnopqrstu vwxy1234567890!@ #5\$%^&*() <i>Cabin Italic</i>	 Vertical Logo			
 98, 78, 19, 5 24, 76, 135 #184C87	 100, 86, 39, 31 12, 47, 87 #0C2F57	 41, 9, 63, 0 158, 192, 127 #9EC07F	 67, 27, 100, 10 95, 136, 56 #5F8838	 0, 0, 0, 0 255, 255, 255 #FFFFFF	   

Summary

Effective communication is the cornerstone of a successful school division. A well-designed communication plan ensures that all stakeholders are informed, engaged, and aligned with the district's goals, initiatives, and updates.

This plan provides a strategic framework for how information is shared across the division. It outlines the appropriate channels for different audiences, defines when and how messages should be delivered, and emphasizes the importance of consistency and clarity. A thoughtful communication strategy strengthens transparency, fosters trust, and supports a positive and collaborative school environment.

To ensure that the communication plan is effective, district staff should follow the established guidelines and protocols. This includes choosing the appropriate communication channels and methods for each stakeholder group, developing a unified and consistent message, and regularly evaluating and updating the communication plan to ensure that it remains relevant and effective. Staff should also take steps to ensure that all communications are reaching their intended audiences and that the visual style is consistent across all channels.

By following these best practices, we can ensure our communication efforts support student success and reflect our commitment to open, inclusive, and timely engagement with all stakeholders.