

A KEY COMMUNICATOR PROGRAM

The **Key Communicators of the Seward School District** is a new organization formed with the simple goal of keeping accurate and timely information flowing between the Seward Schools and the community. It is an important communications link between the district and the community.

Key Communicators are parents, business people, friends and community members. They are people who care about education and have a desire to help the Seward School District provide the best education possible for the children of Seward.

Key Communicators gather information from the community at-large regarding their perceptions, questions and/or opinions about the Seward Schools. Equally important, they spread information back to the community creating a partnership with the schools.

Generally, **Key Communicators** are chosen for their positive support and genuine interest in the school district. However, the district welcomes diverse opinions and viewpoints. By providing opportunities for open dialogue about various concerns, it will help us provide information about all aspects of an issue and in turn provide us with feedback about programs and issues in the schools.

FACT SHEET ABOUT THE KEY COMMUNICATOR NETWORK

Who are Key Communicators?

Key Communicators are people in the community others turn to for information; a network of people representing all segments of the public. Key Communicators are people who may be asked about or find themselves often talking about education or community issues. They can be community leaders, news junkies, people who love to make conversation, or people who like being "in the loop." Key communicators are primarily residents of the school district and include business people, school employees, parents, local religious leaders, representatives of civic organizations or clubs, and senior citizens.

What is the purpose of a Key Communicator Network?

Networks are groups of people who are interested in receiving fair, candid, timely information to help them form knowledgeable opinions. Key communicators stay informed of district matters, raise questions about their concerns, make suggestions for improving school operations, and share information with their friends and neighbors.

Why is the School starting a Key Communicator Network?

The board and administration want to provide accurate information concerning our schools and provide an opportunity to give input into the school system. The Key Communicators Network was formed to establish a solid, two-way communication process that will allow the school district to give and receive information about the important issues that we face in ensuring a quality education for our students. Through this network the district can share information, gain feedback, collect feedback on program needs, counter misinformation, and keep in touch with the concerns of the community. Key Communicator networks have proven very successful in school districts across the country.

What are the responsibilities of a Key Communicator?

Key Communicators have six responsibilities:

1. Email or call the Superintendent with reports of any questions or concerns being discussed in the community;
2. Receive regular emails containing fact sheets from the Superintendent that provide accurate information about an issue;
3. Report the facts to others in the community. Key Communicators, like everyone else, form their own opinions. By receiving the emails, they will know how and why decisions were made;
4. Agree to be contacted from time to time, or asked to attend an occasional meeting, to discuss their thoughts about an issue; and
5. Agree to be surveyed periodically on issues affecting the schools; and
6. Consider the role of a key communicator as advisory in nature.

Will every question be answered individually?

Sometimes. Generally, if one member in the community is interested in an issue, others are too. Therefore, questions and concerns will be collected and fact sheets will be written to answer as many questions about an issue as possible. Fact sheets will be sent by email to all Key Communicators. The fact sheet will provide sources for additional information for those who are interested.

What if I want the information but do not want to be a Key Communicator?

You will be able to read all Key Communicator Fact sheets by accessing the School District of Seward's website at www.sewardpublicschools.org.

What if I don't want my name used?

All calls and emails will be kept confidential.

Will there be any meetings?

Yes, there will be meetings, but not very often. At first, the group will meet and discuss its purpose and operating procedures. Any other meetings, if necessary, will be held to discuss a difficult issue, or perhaps an annual evaluation meeting will be scheduled.

How do they receive the information?

Key Communicators receive information by e-mail usually a few times per month.

Can participants provide feedback on the news or issues facing the district?

Of course! Any member of the community is welcome to provide feedback on any subject. Key Communicators and other members of the community who have shown an interest in district matters are welcome to visit with Superintendent Marlene Uhing in person, via email (Marlene.Uhing@connectseward.org) or phone (643-2941 at work or 643-1294 at home), or at several Superintendent Forums that will be held throughout the year.

How do I sign up?

Email the superintendent at: Marlene.Uhing@connectseward.org or call the central office at 402-643-2941 and give your information to Heidi.