

ORLEANS CENTRAL SUPERVISORY UNION

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MEMO

To: OCSU Staff

From: Bev Davis, superintendent

Date: Oct. 30, 2019

Re: Communications

Over the past few years, many of you have increased your communication to families about the great programs and student learning happening within our classrooms and schools. I would like to encourage each of you to continue to communicate with our families and the greater community, both individually and collectively. As you communicate to families I want to ensure that the students' FERPA rights, the parents' right to choose media release, and each of you as professionals are protected.

The intent of this memo is to outline the different methods of communication and outline the use of the tools we have to increase communication to both students, families, and/or community members. It is highly recommended that all professionals keep a contact log to keep track of conversations with families.

| Type of Communication | Audience | Best Types of Use | Do Not Use For (may be subject to discipline) | Other Notes |
|---|--|--|---|--|
| Phone Call or In-Person Meeting with Families | A family member or other individuals with educational rights to a student. | A conversation about personally identifiable student issues with family members. | Communicating with families about other staff members or students not directly taught by the teacher. | Make sure to use a contact log to record the date, time and summary of the conversation. |
| Email | A student's parents or legal guardian that has educational rights | General announcements or to schedule meetings | Sending information that may be personally identifiable about a student | Do not use student names or initials in the subject line of any email. You may use student initials |

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| | | | Communicating with families about other staff members or students not directly taught by the teacher. | in the body of an email. |
| Social Media, etc. (eg., Blog, Twitter, Instagram, FaceBook, Website, Video, and Newsletters) – this includes social media private messaging | Parents. Students, community members | Assignments, celebrations or announcements to a group of students. May or may not include photos | Sending individual student information to a parent. Note: Must have media release when using any information that can identify a student (i.e. photos or class lists) | Use only OCSU-approved social media accounts, not personal accounts. |
| Text Messaging | Best to avoid text messaging | Specific, individualized circumstances require the use of text messaging | It is highly recommended that staff do not use their personal device to communicate about work. If you do use your personal device, and the information is requested through a legal proceeding, all the information on your device may become discoverable. Communicating with families about other staff members or students not directly taught by the teacher. | |

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| In person conversation in a public space | Families and community members | General information about school events | Do not have conversations about students or staff in public spaces. | For conversations about students and/or staff, direct people to call the school to schedule a meeting. |
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