



District Communication Plan

Version 1.6
May 2025



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District Communication Plan

Approved by: (insert name, date)

Overview

The District Implementation Team (DIT) assists in the selection and successful use of effective innovations. To ensure effective innovations are used with fidelity, scaled-up across the district, and sustained, communication to and from the DIT must occur on a regular basis. This document outlines the **<Insert district name>** Communication Plan.

Communication Plan Purpose

A communication plan is a written document that outlines the process for communicating with critical groups and partners, both internal and external to the district. Information contained within the document was developed with the groups listed in the plan. The plan has been made accessible to all individuals identified in this document using the following methods: **<insert information on how the plan can be accessed by others outside of the DIT>**.

Components of the Communication Plan

Part 1: Groups/Teams

Groups and teams identified in the communication plan are internal and external groups whose work is impacted by the implementation of MTSS.

Part 2: Communication Designees

Designees identified for each team are responsible for supporting communication between identified groups. They have easy access to the groups they are responsible for communicating with and the ability to follow through with communication within identified timelines.

Part 3: Communication Protocols

For each critical group or partner, mutually agreed upon protocols identify the designees responsible for communication, frequency and methods of communication, and the type of information that needs to be shared between each group. All communication protocols are included in or linked to this document.

When determining the type of information to include in protocols, designees considered the following:

- The information the DIT needs to share
- The information the DIT needs to receive
- Frequency of communication
- Methods of communication (e.g., email, phone, text)

Important note: The absence of a communication protocol for a group or individual does not imply that communication with them is not important. Communication may still be needed, but the communication does not require a formal protocol.

Example Communication Protocols can be found in Appendix A.

Part 4: Communication Effectiveness Survey

The use of an annual or bi-annual communication survey provides districts with a way of measuring the effectiveness of communication to adjust the communication plan over time. The following groups will receive the communication survey within the windows identified **<include the names of groups surveyed, as well as the timeframe>**.

Communication Effectiveness Benchmark: Effective communication is defined as at least 80% or more staff surveyed from the identified groups/team's rate, "agree" for each item in the survey.

Communication Effectiveness Survey questions can be found in Appendix B.

Guidelines for Use

The DIT has established the following guidelines for how the communication plan will be used **<insert DIT established guidelines>**.

Appendix A. Example Communication Protocols

Example #1

The purpose of a communication plan is to communicate information that is critical to staff’s ability to successfully use the components of an MTSS framework. Communication protocols identify designees responsible for communication between groups, frequency and methods for communication, and the type of information that needs to be shared between groups.

District-wide Communication Norms

- Acceptable district timelines for responding to communication: 48-72 hours.
- Acceptable methods for communication include meetings, email, phone, and newsletter updates.
- Specific information about the frequency and method of communication between groups is added to the table below.

Table 1: Record the type of information, designees, and frequency/method of communication for each group.

Groups/ Teams	Information DIT Needs to Share	Information DIT Needs to Receive	Designees (Name & Role)	Frequency/ Method
Critical Group 1				
Critical Group 2				

Example #2

The purpose of a communication plan is to communicate information that is critical to staff’s ability to successfully use the components of an MTSS framework. Communication protocols identify designees responsible for communication between groups, frequency and methods for communication, and the type of information that needs to be shared between groups.

District-wide Communication Norms

- Acceptable district timelines for responding to communication: 48-72 hours.
- Acceptable methods for communication include meetings, email, phone, and newsletter updates.
- Specific information about the frequency and method of communication between groups is added to the table below.

Table 2: Record the type of information, designees, and frequency/method of communication for each group.

Critical Group/Partner	Type of Information to be Communicated	To Whom/By Whom	When	How/Format

Example #3

The purpose of a communication plan is to communicate information that is critical to staff’s ability to successfully use the components of an MTSS framework. Communication protocols identify designees responsible for communication between groups, frequency and methods for communication, and the type of information that needs to be shared between groups.

District-wide Communication Norms

- Acceptable district timelines for responding to communication: 48-72 hours.
- Acceptable methods for communication include meetings, email, phone, and newsletter updates.
- Specific information about the frequency and method of communication between groups is added to the table below.

Table 3: Record the type of information, designees, and frequency/method of communication for each group.

Communication Topics	Information to be Communicated	To Whom/By Whom	How/Format

Appendix B. Example Communication Effectiveness Survey

The communication effectiveness survey is sent out to the identified groups during the designated timelines listed on the Communication Plan.

Introduction statement: The District Implementation Team continues to be focused on effective communication in order to help support the use of a Multi-Tiered System of Supports (MTSS). We would like to hear from you about how effective communication has been to and from our team.

Directions: Please complete this brief survey. The data will be used by the District Implementation Team to refine and improve how effectively we communicate with you!

Select your primary role:

- Central office administrator
 - Building administrator
 - Leadership team member
 - Coach
 - ISD
 - (Add any other group/team roles that are included in your communication plan)
1. I am consistently informed about critical updates and developments regarding the MTSS work.
 - Strongly Agree
 - Agree
 - Disagree
 - Strongly Disagree
 2. The clarity of communication from the District Implementation Team designee is sufficient for understanding the MTSS work.
 - Strongly Agree
 - Agree
 - Disagree
 - Strongly Disagree
 3. I receive timely responses to my questions or concerns addressed to the District Implementation Team regarding the MTSS work.
 - Strongly Agree
 - Agree
 - Disagree
 - Strongly Disagree
 4. Please provide any additional feedback or suggestions regarding communication with the District Implementation Team.

Michigan's MTSS Technical Assistance Center is funded by the Michigan Department of Education and the U.S. Department of Education, Office of Special Education Programs.