

Communication Policy (Approved, 5/20/13)

In order for any successful organization to go beyond adequate performance, all levels of communication have to continuously be improved upon. This includes information exchanged through emails, on the phone, through newsletters and the website. While these modes of communication are crucial, verbal communication in person is a critically important issue as well.

As such the following strategies are to be employed by all constituents (board members, administration, faculty/staff, parents, and students as well as other community members) in assisting Rockwell with becoming and maintaining status as a school of excellence:

1. Keep communications simple by using clear, concise, and avoiding the use of educational jargon.
2. Communicate early and often when information needs to be shared between any set of constituents with follow up communications as needed.
3. Communicate face-to-face when possible and especially when a more difficult matter may have arisen.
4. Keep communication brief and to the point, using bullet points to avoid long paragraphs. Proofread all documents to avoid errors.
5. Actively listen and engage in communications so questions get answers and concerns can be resolved.
6. Develop and continuously cultivate relationships within the community and external to Rockwell.
7. Be professional and courteous even when disagreeing; spend appropriate time preparing for any level of communication with others to avoid miscommunication.

Everyone involved with any level of communication must understand that there are times when Rockwell is judged by what and how we communicate. Careful attention should be paid to keeping emotion out of even the most passionate subject, as this tends to become the message rather than the issue at hand.

By abiding by these simple strategies, everyone involved with Rockwell can be assured of respect and support regardless of the issue at hand.