

NEWTON

COMMUNITY SCHOOL DISTRICT

2024-2025

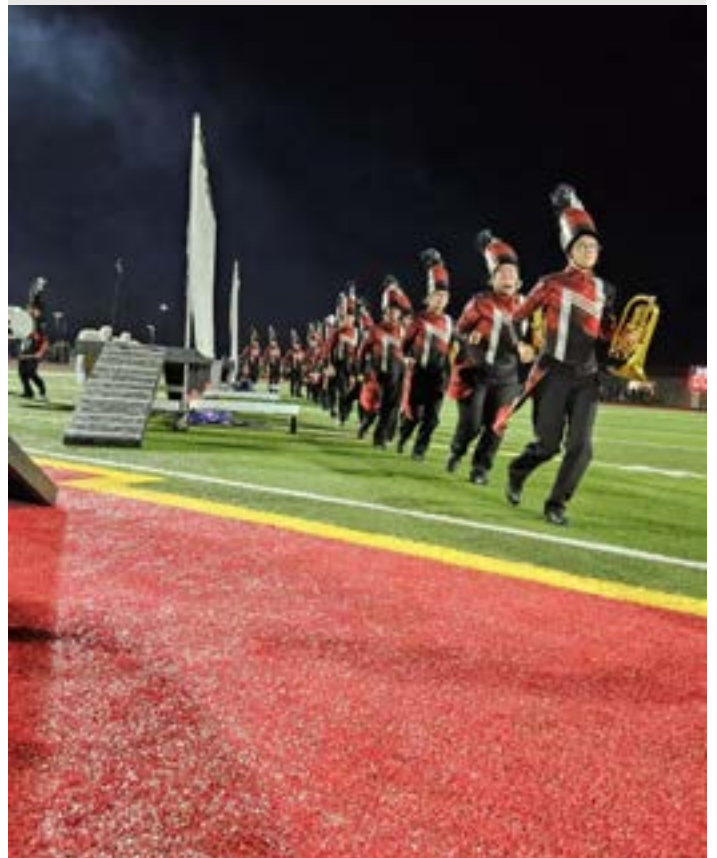
Communication Plan

We are a collaborative and cohesive team that inspires and supports all learners in a culture of safety and acceptance.



TABLE OF CONTENTS

Table of Contents	2
Board Of Education Members	3
Administrative Office Members	3
Core Values	4
Communication Goals	5
Target Audience	6
Communication Platform	7
District Board Meetings	7
District Website	7
ParentSquare	8
Infinite Campus	8
District Social Media	9
Student & Parent Portal	9
Student Activities	10
Lunch Accounts	10
Traversa Ride 360	11
Email Messages	12
Automated Text and Phone Calls	12
Local Media	12
Communication Chart	13
Evaluation	14
Conclusion	15



| BOARD OF EDUCATION MEMBERS



ROBYN FRIEDMAN
Board President
friedmanrobyn@newtoncsd.org



JOSH CANTU
Board Vice- President
cantujosh@newtoncsd.org



DONNA COOK
Board Member
cookdonna@newtoncsd.org



KRISTI MEYER
Board Member
meyerkristi@newton.k12.ia.us



CODY MUHS
Board Member
muhscodey@newtoncsd.org



TRAVIS PADGETT
Board Member
padgetttravis@newtoncsd.org



RAY WHIPPLE
Board Member
whipple-ray@newtoncsd.org

| ADMINISTRATIVE OFFICE



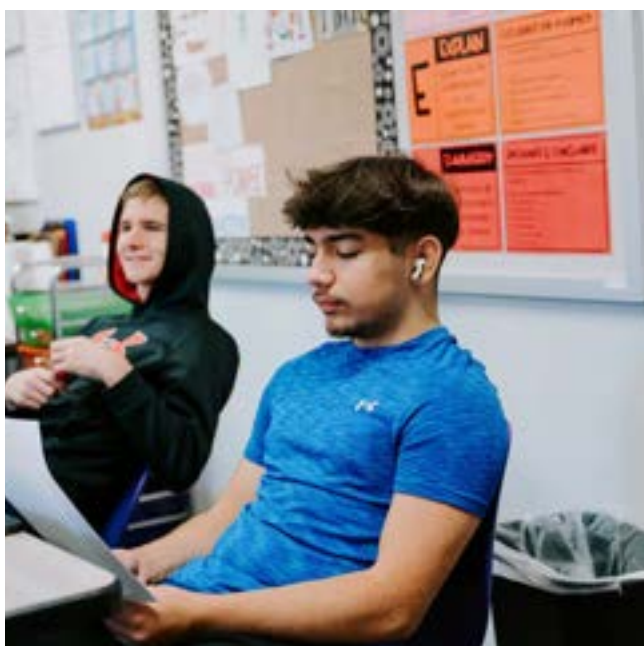
TOM MESSINGER
Superintendent
messingert@newtoncsd.org
641-792-5809
E.J.H. Beard Administration Center



CHRISTINE DAWSON
Administrative Assistant
dawsonc@newtoncsd.org
641-792-5809
E.J.H. Beard Administration Center



KELLY SORENSON
Communications & Outreach
sorensonk@newton.k12.ia.us
641.792.5809
E.J.H. Beard Administration Center



| BOARD GOAL

The Newton Community School District Board will support current best practices in instruction, engagement, culture, and professional development, by appropriately allocating resources aligned with district goals.



Click Here or
Scan QR Code to
View Board Policy

CORE VALUES

OUR CORE VALUES AT NEWTON
COMMUNITY SCHOOL DISTRICTS INCLUDE:

HONEST

Willing to use transparent communication in a truthful, respectful, and straightforward manner.

CARING

Showing empathy and interest by taking time to listen and understand others.

POSITIVE

Creating an uplifting environment, focused on solutions; where feelings matter and optimism, reassurance, encouragement, and best attitudes are present.

FUN

Engaging, joyful, high-energy, and creatively contagious environment.

SUPPORTIVE

Being intentional to actively hear and see all perspectives in any given situation and reacting in a manner that is respectful, and solutions focused.

MISSION | The Newton Community School District empowers every learner to achieve a lifetime of personal success.

VISION | We are a collaborative and cohesive team that inspires and supports all learners in a culture of safety and acceptance.

COMMUNITY VISION STATEMENT | Newton Shines Bright: Newton is an innovative, family-oriented community, a bright beacon in Central Iowa, and a welcoming place to call home.



HONEST

CARING

POSITIVE

FUN

SUPPORTIVE



COMMUNICATION GOALS

Newton Community School District's communications effort is led by the Superintendent with support from several faculty around the District, School Board Members, and Community leaders.

The Communications Advisory Committee is to help guide and support the communications efforts within the District and to external members. The communication activities are performed continuously, to ensure we create our own narrative and not depend on someone else to write our story for us.





TARGET AUDIENCES

Board of Education | Community Partners | Media | NCSD Employees | Parents and Caregivers | Students

We look to target audiences in the District to help eliminate disconnects and miscommunications between the many groups that come together to make the students' education and school experience an individualized a successful one during their time in Newton. The ultimate goal is

to have communication transmitted effectively and smoothly to the appropriate parties, and with a guide to do so. In turn, this will also help better engage staff, parents and caregivers, students, and the surrounding community.





COMMUNICATION PLATFORMS

The Newton Community School District aims to enhance its internal and external communication systems with the specific objective of establishing open, two-way communication among the School Board, administration, staff, parents and caregivers, as well as NCS D community members. Through these platforms, we seek to cultivate a continuous flow of clear communication with everyone involved in the district.

| DISTRICT BOARD MEETINGS

These Meetings are held the second and fourth Mondays of the month. They are open to the public and can be viewed via Zoom during the meetings. Meetings take place at EJH Beard Administration Center (1302 1st Ave W, Newton Conference Room 105A). Check here for the latest Board Meeting information:

www.newtoncsd.org/calendar



Scan QR Code
to View Page

| DISTRICT WEBSITE

There is a wealth of information on our school website. This is a great resource for parent, community members, and students when seeking communication from the district. The performance of the site is monitored using analytics and re-evaluated as needed to determine if it is meeting the goals and needs of the district.

Stay tuned for our new site, coming in 2025!
View our website here: www.newtoncsd.org



Scan QR Code
to View Page



| PARENTSQUARE

ParentSquare is an interactive *communication platform* and is NCSD's official communication channel. ParentSquare will be used for emergency and general notifications, including communication with teachers and coaches, bus updates, late starts, and emergency situations.

ParentSquare syncs with Infinite Campus. Families are automatically opted in to receive notifications. All contact information in Infinite Campus must be accurate to receive emails, texts, alerts, & emails from ParentSquare. If you need to update your contact or guardianship information, please contact Melinda Robertson, 641.792.5809.

Please contact Kelly Sorenson with any questions relating to ParentSquare.

#redprideliveshere



| INFINITE CAMPUS

Infinite Campus is a comprehensive *student information system* utilized across the district to track attendance, grades, and test scores. It allows parents to effortlessly stay informed about their child's progress throughout the school year.



Download
the app.



DISTRICT SOCIAL MEDIA

Related to Newton Community School District.
To Find Your School Webpage check out the District Website.

| DISTRICT FACEBOOK

The District has a page focused on communicating a common message.

Scan QR Code
to Follow Page



www.facebook.com/NewtonCSD

| DISTRICT TWITTER

Scan QR Code to
Follow Page



Newton Community Schools @SchoolsNewton

| ATHLETIC PAGES

Many of the athletics and activities have their own Facebook pages to communicate activities updates, and information to highlight their individual programs.

| DISTRICT INSTAGRAM

Scan QR Code to
Follow Page



www.instagram.com/newtoncardinals

| MORE PAGES



Athletic
Activities-
Bound



Main
Athletic
Facebook



District
Website

I STUDENT ACTIVITIES

Our students spend their year busy with academic and rounding out their time at Newton with many activities. Our activities calendar helps assist parents and caregivers with practice schedules and performance and game times. Check out the calendar here for more details on the Newton Community School District activities schedule.

www.littlehawkeyeconference.com



Scan QR Code
to View Page

I STUDENT HANDBOOK

Please see our student handbooks for each of our schools and academic levels here. These handbooks help you become acquainted with school procedures of these schools in the district.

www.newtoncsd.org/parents-students/student-handbooks



Scan QR Code
to View Page



I LUNCH ACCOUNTS

As long as a student is enrolled in the Newton Community School District, they are eligible to receive a healthy breakfast and lunch daily.

We will be charging for meals again beginning in 2022 - 2023, however, parents/guardians can fill out an application for Free & Reduced meals/fees:

<https://www.newtoncsd.org/district/departments/food-service/free-reduced-applications>



This is a link to the District Menus & Pricing page:

<https://www.newtoncsd.org/parents-students/district-menus-1>



I WHERE TO PAY

This is a link to the parents and caregivers & students (fees) page:

<https://www.newtoncsd.org/parents-students/fees>

Contact Tim Bloom or Debbie Swank for more information.



Pay
Fees
Here

MY RIDE K12

My Ride K12 allows you to view the real-time location of your child's school bus on your smartphone, tablet or computer. With it, you will have the information you need to send your children to the bus stop at just the right time, helping to protect them from inclement weather or other issues, and know when their bus is heading back at the end of the school day.

| ABOUT

The Newton Community School District spans 195 square miles, encompassing the communities of Kellogg, Lambs Grove, and Newton. Our Transportation Department is dedicated to providing students with a safe and dependable journey to and from school, as well as to school events. We are excited to introduce a cutting-edge mobile app, My Ride K12.

QUESTIONS?

Please contact the NCSD Transportation Office at 641.792.4493

WEBSITE

newtoncsd.org/district/departments/transportation/here-comes-the-bus-app



Scan QR Code to View Page



Download the App App Store



Download the App Google Play



Step by Step Instructions



EMAIL MESSAGES

EXTERNAL

Parents and caregivers can access the staff directory (www.newtoncsd.org/staff-directory) to email teachers with questions or information they may have for them. If you need further assistance, or are unsure of who to contact, please reach out to your school's office or the district administrative office.



Scan QR Code
to View Staff
Directory



Automated Emails, Texts and Phone Calls

This is done through ParentSquare & contacts are pulled from the guardian contact information in Infinite Campuses.

Families are able to update this information at registration (new or returning students) & re-enrollment (current students). During the school year, if a parent/guardian wants to change their contact preferences they need to contact the District

Registrar, Melinda Robertson, 641.792.5809 or

robertsonm@newton.k12.ia.us.

INTERNAL

Email communication is essential for our employees and serves various informational purposes. This includes sharing job opportunities, announcing employee training sessions, outlining expectations and updates, distributing board agendas, and conveying other pertinent information relevant to our staff, schools, or the district administrative office.



Local Media

The superintendent is responsible for coordinating the information sharing with the media. The superintendent will work with each school site or program's designated administrator when it is necessary to share information with the media. The following local media stations are:
KCOB 95.9/1280 AM & KRTI Energy 106.7
KNIA - KRLS

COMMUNICATION CHART



	ParentSquare	Website	Social Media	Local Media
LATEST NEWS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
SCHOOL BOARD NEWS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
COMMON FORMS		<input checked="" type="checkbox"/>		
EMERGENCY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
EARLY DISMISSAL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DELAYED OPENING	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SCHOOL CLOSURES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
WEATHER RELATED	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

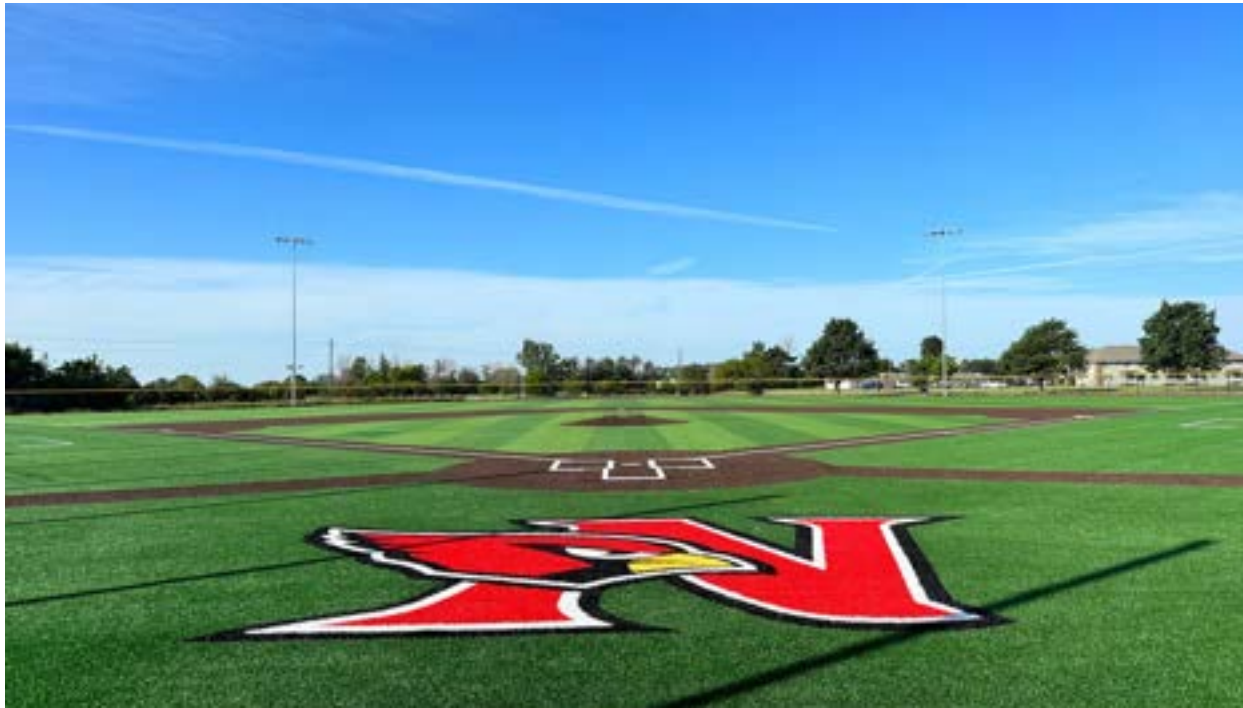


EVALUATION

The following resources will be utilized to evaluate and measure the effectiveness of this communications plan and long-term implementation.

Media and Employee surveys
 Social media usage, and feedback
 Community feedback
 Staff, Student and Parent and Caregiver feedback
 Website usage and evaluation
 Communication Committee and School Board Feedback

[2022/2023 NCSD Communication Evaluation Survey Results](#)



CONCLUSION

The Newton Community School District's Communication Plan for the 2022-2027 school years will be utilized as a tool to ensure that all communications align with the strategic goals and core values of NCSD. The plan will be continually evaluated and updated as needed with feedback from the School Board, Staff, and the Newton Community.

