

12.18.2024

## Memo

**To:**  
Branford Board of Education  
Communication Committee

**CC:**  
Branford Board of Education

**From:**  
Christopher J. Tranberg, Ph.D.,  
Superintendent of Schools

Laura Troidle  
Communication Chair

**Re:**  
Community Communications  
Strategies

Engaging community members who do not have children enrolled in the district is critical to fostering broader support for our schools and ensuring transparent communication regarding district initiatives. Improving communication for all stakeholders also tightly aligns with Goal III of the BOE Strategic Coherence Plan. This memo outlines a series of actionable strategies to strengthen these connections.

- Create Community Listserv to expand communication reach.
  - Encourage residents without children enrolled at BPS to subscribe to the district's listserv.
  - Send a monthly community e-newsletter featuring updates on school programs, achievements, upcoming events, and district priorities.
- Superintendent and Board Networking
  - Plan appearances for community organization (E.g. Rotary Club, Lion's Club, PTAs)
  - Participate in town-wide events and forums to ensure visibility and accessibility.
- Website Optimization for Accessibility
  - Create a dedicated page for the Master Facilities Plan with easily digestible updates, timelines, and opportunities for public feedback.
  - Regularly update the website with stories showcasing how district initiatives impact the community at large.
- Local Media Partnerships
  - Publish regular op-eds or columns by the Superintendent or Board members in local newspapers.
  - Provide press releases to local media outlets about district achievements, events, and plans.

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- Partner with local radio stations or cable channels for short interviews or public service announcements.
- Community Forums and Surveys
  - Host annual/biannual community forums to gather feedback and provide updates on district initiatives, including the Master Facilities Plan.
  - Disseminate surveys to gather input from all residents on key decisions and priorities, ensuring accessibility through online and paper formats.
  - Publicize the results of surveys and explain how community input influences district decisions.
- Partnerships with Local Organizations
  - Collaborate with libraries, senior centers, and local nonprofits to distribute district materials and host joint events.
  - Partner with local businesses to sponsor community events that involve the schools and highlight district contributions.

These strategies aim to build stronger relationships with community members who do not have direct ties to the district, ensuring that all residents feel informed, valued, and invested in the success of our schools. By implementing these initiatives, we can enhance community support and transparency, ultimately benefiting both the district and the broader community.