

Key Communicators

Key Communicators are people who are active in the community. They have many connections in the community, speak often to various people in the community who are trusted and widely regarded for their leadership and input. Key Communicators might be local business owners, retirees, PTO parents, bankers or shop owners. They are sincere dedicated people who want to be involved and care about our schools.

Key Communicators meet informally with the Superintendent, the Public Information Officer and other school district personnel to discuss matters affecting the educational programs or procedures in the schools. The Key Communicators then share their gained knowledge of the school district with people within the community with whom they interact. Key Communicators also inform school officials of rumors about the schools; this allows the district to share information that may clarify or correct the rumor.

Key Communicators use their own networks to contact people quickly when information needs to be shared. They become the “trusted friend”, sharing important district information. Because of that, the Key Communicators are constantly advised by school officials of issues concerning the schools so they can be in-the-know about the plans and progress of the schools. Being in possession of the facts helps the Key Communicator maintain credibility in the community. As the eyes and ears of the school district in the community, the Key Communicators also serve as unofficial spokespersons for the district, possessing correct, up-to-date information about the activities of the school district.