8. Standard for Communication and Collaboration

Communication and collaboration among the school, constituency, and community are essential to providing an effective educational program.	**RATING:** ☐ Highly Effective ☒ Effective ☐ Somewhat Effective ☐ Ineffective

VISITING COMMITTEE RESPONSE:

The self-study reported 5 of 6 indicators as "met" or "exceptionally met." The one indicator marked as "partially met" was about the school having a formalized marketing plan. Interviews and evidence revealed that the school engages in various programs and activities that promote and market the school, but a written marketing plan to coordinate and guide the school's efforts has not been developed.

School leadership has made it a priority to maintain effective electronic communication with all student families almost weekly. Teachers know and mostly meet the expectation for regular parent contact regarding student achievement. The SIS system does provide parent real-time access to student academic progress information.

Survey results indicated satisfaction with the school's communication efforts with 87% of respondents' marking 4-Good or 5-Very Good. The school has updated and improved the school web-site on a regular basis.

The school is to be commended for recent activities that do improve and maintain the school's connection to its constituents and community. These include:

- Increased community service events by all grades,
- Implementation of a pastors appreciation breakfast,
- Annual programs in both constituent churches,
- Developing a recruitment/enrollment incentive program,
- Overcoming funding and expertise barriers to creating and maintaining an improved web-site.

SUPPORTING EVIDENCE:

Student Handbook
School Website
Renweb Portal
Principal's eNewsletter
Friday Folders
Church Bulletin Info Sample
Website Video Feature
Interviews with:

- Principal
- School Admin Asst
- Pastor
- Home & School leader
- Teachers

VISITING COMMITTEE RECOMMENDATIONS:

A) That the school develop a clear and comprehensive written marketing/recruitment plan that includes a retention component and uses a variety of media/strategies.