



Internal Communications in Adult Education

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OFFICE OF COMMUNICATIONS

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AGENDA



- Communicating to Students
 - Contact Corrections
 - Action Steps during Crisis
- Communicating to Employees
 - Employee Publications
- Tools Available
 - Guides for Automated, Crisis Messaging
 - Internal Communications Contacts

COMMUNICATING TO STUDENTS

- Frequency
 - Email vs Voice
 - Weekdays 7 a.m. – 9 p.m.
- Before you send
 - Contacts' mindset
 - Keep concise
- For your convenience
 - SM Admin Sender mobile app →
 - SM instructional videos →
- **OPT IN: Text Y to 67587**
- FOCUS and SchoolMessenger
 - SM receives **1** email address and **1** voice call number
 - District currently working to enable SMS



COMMUNICATING TO STUDENTS



- Confirm incident, notify Region
- Consult Threat Assessment Team
- Identify appropriate script
- Send notification
 - Initial
 - Follow-up
 - End-of-day/recap

COMMUNICATING TO EMPLOYEES

Employee Newsletter
monthly via email
SUBMIT A STORY



District Blog
weekly posted online
SUBMIT A STORY



Profile Video
monthly posted online
shared on social media
SUBMIT A CANDIDATE



District Fun Facts
monthly posted online
SUBMIT A FUN FACT



On theHub.dadeschools.net | Submit to theHub@dadeschools.net

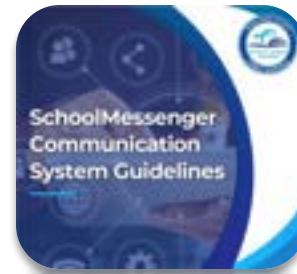
TOOLS AVAILABLE



SchoolMessenger:
Quick Start for New Users
Briefing ID #: 33632



SchoolMessenger:
Getting Started
Briefing ID #: 33632



SchoolMessenger
Communication System
Guidelines
Briefing ID #: 33632



Crisis Messaging for
Parents, Students, and
Stakeholders
Sent by School Operations



TOOLS AVAILABLE

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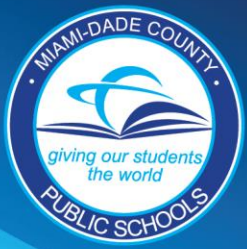
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Feel free to contact us should you have questions and please let us know how we can be of further assistance.