Communications Driver System

This system provides clear internal and external communication to present the district's approach to systemic reconfiguration, to illustrate how the district guides and supports improvements in teaching and learning, and to clarify the distinct but interconnected roles of both the district and the school in the Blueprint installation process.

The Effective District Communication System . . .	
Evidence of Practice	**Summary of the Research**
1. Clarifies how information flows within the district. 2. Provides on-going professional learning for leaders in effective communication. 3. Creates a pathway to encourage information flow internally and externally. 4. Publishes information about vision, implementation plan, and performance. 5. Develops relationships and remains visible. 6. Ensures communications are responsive to diversity. 7. Invites participation from all stakeholder groups. 8. Collects information that can be used to inform district policies and procedures.	1. On-going, deliberate communication is essential for the change process to develop shared meanings, articulate visions, and report progress. 2. Effective organizational change practices related to communication: Identifying and articulating a clear vision, encouraging the recognition of group goals, providing individualized enhancement, providing academic and intellectual motivation, providing a proper model, and setting high performance expectations, all of which involve effective communication. 3. Leading organizational change requires particular communication techniques to deliver appropriate messages, to solicit feedback, to create readiness for change along with a sense of urgency, and to motivate recipients to act.

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