

Pinnacle Chartered Public School

Communications Plan



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I. Purpose and Overview

The Communications Plan for Pinnacle Chartered Public School establishes a coherent and intentional approach to how the school communicates with students, families, staff, the Board of Trustees, community partners, and the broader public. Effective communication is essential for building trust, strengthening relationships, and ensuring that the school's mission and programs are clearly understood by the community. Pinnacle's communications framework emphasizes transparency, accessibility, timeliness, and a consistent voice that reflects the school's values of curiosity, competency, and flexibility.

This plan outlines how Pinnacle will share information, encourage two-way engagement, respond to urgent matters, and maintain clarity in all forms of outreach. It also describes the channels, responsibilities, and cycle of communication that will guide the school's day-to-day and long-term interactions with its stakeholders.

II. Stakeholder Groups and Communication Approach

Pinnacle serves a diverse community. Students, parents, staff, prospective families, Board members, and community partners all require information that is timely, accurate, and relevant to their roles. The school will tailor its communication to each group's specific needs while maintaining consistency in message and tone.

Current families and staff will receive the most frequent and detailed communication, especially regarding academic programs, schedules, events, expectations, and opportunities. Prospective families will receive information focused on enrollment, school culture, and academic offerings. The broader community will be kept informed of Pinnacle's progress, initiatives, and partnerships, helping to build public understanding and support. The Board of Trustees will receive regular reports that support governance, oversight, and strategic planning. Across all groups, Pinnacle will emphasize clarity, accessibility, and responsiveness.

III. Key Messages and Communication Principles

All communication from Pinnacle will reflect the school's identity and values. The tone will be professional, student-centered, inclusive, and grounded in the school's mission. Key themes include Pinnacle's commitment to personalized learning, academic rigor, innovation, small-school relationships, and community partnership.

To guide communication practices, Pinnacle will rely on several core principles. Information will be communicated transparently, with clear explanations of decisions or policies. Messages will be consistent in style and voice, regardless of the channel. Communication will be timely, particularly when actions or deadlines affect students or families. Pinnacle will ensure accessibility by providing translation or interpretation when needed, using plain language whenever possible, and offering communication in multiple formats so that families with limited internet

access or lower literacy levels can stay fully informed. Finally, communication will be reciprocal; feedback loops will be built into school practices so stakeholders can ask questions, express concerns, and share ideas.

IV. Communication Channels

Pinnacle will use a combination of digital, print, and in-person communication methods to reach its community. The school website serves as the primary public-facing platform, containing essential information such as the school calendar, enrollment procedures, announcements, governance documents, policies, and contact information. Because it is accessible to both current and prospective families, the website will be updated frequently and will serve as the definitive source for accurate information.

Email communication will be used for regular updates, including weekly or bi-weekly newsletters summarizing upcoming events, academic reminders, volunteer opportunities, and school highlights. For situations requiring immediate attention—such as weather closures, schedule changes, or safety notifications; Pinnacle will use an automated notification system that can send alerts via text, phone, and email.

Social media will be used to highlight student achievements, promote events, share photos and stories, and increase the school's visibility within the broader community. While informal in tone compared to email or policy

announcements, social media still reflects the school's mission and will be used thoughtfully and professionally.

Printed materials will be used for families who prefer or require paper communication and for sharing information in community spaces. In-person communication, such as open houses, parent-teacher conferences, and community meetings, will remain an essential part of the school's engagement strategy, offering opportunities for two-way dialogue.

V. Communication Timing and Cycles

Communication at Pinnacle will follow predictable cycles so that families and staff know when to expect updates. Weekly or bi-weekly newsletters will provide ongoing updates about school life. Monthly website updates will include news items, reminders, and new publications. The school will communicate proactively with prospective families throughout the enrollment cycle, particularly during the winter and spring months when applications are submitted and processed.

Urgent or time-sensitive announcements will be shared immediately through the notification system, with a corresponding message posted on the school website. Major announcements—such as changes in policy, new program initiatives, or community partnerships—will be shared through multiple channels to ensure that all families receive the information.

VI. Two-Way Communication and Feedback

Pinnacle values open communication and will ensure that families and community members have multiple ways to provide feedback. The school will maintain a published phone number, email address, and website form that allow parents and community members to contact the school with questions or concerns. Teachers and advisors will maintain communication with families about student progress and will hold regular conferences to discuss academic and social-emotional growth.

When important decisions are being considered, Pinnacle may solicit feedback through surveys, community forums, or listening sessions. These opportunities ensure that parents, students, and staff feel included in shaping the school's culture and priorities. In keeping with its commitment to transparency, Pinnacle will publicize Board meeting agendas, minutes, and decisions so that the community remains informed about governance.

VII. Crisis or Emergency Communication

Clear and timely communication is essential during emergencies. Pinnacle will maintain a crisis communication protocol that includes designated staff roles, message templates for common scenarios, and multiple communication pathways to ensure redundancy. In the event of an emergency, the Executive Director or designee will serve as the primary spokesperson and will ensure that families are notified as quickly as

possible using the notification system, followed by website updates and email communication as appropriate.

After an emergency, Pinnacle will provide follow-up communication summarizing the event, the school's response, and next steps. The school will maintain records of all emergency communications and will review the process afterward to determine whether improvements are needed.

VIII. Equity, Accessibility, and Inclusion

In alignment with the school's mission and the commitments outlined in its At-Risk Student Plan, Pinnacle will ensure that communication is accessible to all families. This includes offering translation and interpreter services for families whose primary language is not English, providing printed materials to families without reliable internet access, and maintaining plain-language communication that avoids educational jargon. Pinnacle will make its communications clear, respectful, and inclusive, recognizing that strong communication supports equity and belonging.

IX. Evaluation and Continuous Improvement

Pinnacle will review the effectiveness of its communication each year. This review may include analyzing newsletter engagement, website traffic, and event participation, as well as gathering feedback from families and staff. Adjustments will be made based on identified needs, changing technologies, lessons learned from crises, and the school's evolving

priorities. Continuous improvement in communication practices ensures that Pinnacle remains responsive, transparent, and aligned with its mission.

X. Roles and Responsibilities

The Executive Director is responsible for the overall direction of school communications, ensuring that messaging is accurate, timely, and aligned with Pinnacle’s goals. Administrative staff may support the distribution of messages, website updates, and execution of the communications calendar. Teachers and advisors play a vital role in communicating with families about classroom learning and student progress. The Board of Trustees communicates with the community regarding governance and strategic oversight. During emergencies or sensitive matters, a small communications team—designated by the Executive Director—will manage all outgoing information.

XI. Implementation Timeline

Pinnacle will begin implementing this Communications Plan during the pre-opening phase by establishing communication systems, identifying team roles, creating templates, and launching initial public outreach. After opening, the plan will guide ongoing communication and will be revisited annually to ensure it remains effective and aligned with the school’s needs.