

## Communication Guidelines

In order to communicate with sensitivity to our community and to the staff and volunteers who wish to serve it, we have come up with some guidelines for future communication using *The Arbor Update*. These guidelines are designed help reduce repetition and confusion and will go into effect next year. They will be published on our website; a direct link to that portion of the website will be accessible from the *Arbor Update*. These guidelines have been reviewed by an ad hoc communications committee and approved by the head of school. These guidelines are a first attempt to improve communications at Arbor. We are looking at additional ways to streamline messages and will keep the community updated on those developments as they are implemented.

1. Each *Update* item is limited to 100 words.
2. Update items will no longer include links to flyers. All communication will be in the *Update* itself.
3. We will include links to pages on our website, or that of another organization.
4. Each *Update* item that is time-sensitive (taking into account certain deadlines, etc.) will run for approximately two weeks prior to the date of the event (or deadline).
5. The deadline for *Update* submissions is the end of the day every Wednesday.
6. Items will be placed according to the most imminent event/most recent news
7. Items that appear “below the scroll” are the less imminent/recent items.
8. Any mid-week all-school emails will be due to administrative necessity (emergencies, school closings, etc.) and are decided at the administrative level.
9. We will not "double-up" or duplicate messages already in the *Update* by sending individual all-school emails during the week of an event or at any other time, excluding cancellation notifications, even if the wording is changed slightly.
10. Parent Involvement Co-chairs (PICS) can include in their duties the support of these guidelines and encourage their class parents to read the *Update*.
11. PICS are not required to send all-school messages using their class’s email groups.