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Return to School Plans

A Communication Toolkit

A guide for Michigan's Public School Leaders

Helping schools communicate with families, staff, media and the community.

Return to School Communication Toolkit

This toolkit has been developed by the Michigan School Public Relations Association (MSPRA) to support schools in their communication to students, parents, staff, union leaders, board representatives, community members, the media and others about their individual return to school roadmaps (which includes their official Response Plans). The document has been divided into three parts that coincide with the [Opportunity Labs Roadmap](#) and the Michigan Association of Intermediate School Administrators' General Education Leadership Network's [Continuity of Learning - Back to School Guidance](#) timeframes:

1. **Do First:** Communicating with target audiences to highlight work being done over the summer to prepare for various return to school scenarios.
2. **Do Before Schools Open:** To be released in late July. Section II of the toolkit will help you communicate with target audiences to help them understand what school will look like in the fall, describe health and safety procedures, outline educational options and explain closure processes, should they be needed.
3. **When Schools are Open and Operating:** To be released in early August. Section III of the toolkit will provide communication resources to support schools as they share important information and updates relative to school operations as Michigan moves through the six (6) phases of the [MI Safe Start Plan](#).

As your district communicates about this important issue, always consider your school's policies, codes of conduct, local community needs, and your local climate as you address the information needs of your stakeholders. When in doubt, consult legal counsel.

Remember: This toolkit is designed to be a communication guide. It highlights some of the ways school districts may choose to communicate about this important issue. Samples contained herein are intended to serve as examples of what could be tailored to individual district situations and needs.

Note: It is important to recognize that COVID-19 is a public health issue. Please direct questions or inquiries about health guidelines to your local health department.



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This document has been reviewed by representatives from the Michigan Department of Education, the Michigan Department of Health and Human Services, the Michigan Association of Superintendents and Administrators, and the Michigan Association of Intermediate School Administrators. All sample materials have been used with permission.

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Introduction

The Michigan School Public Relations Association (MSPRA) has developed Section I of a three-part toolkit to help its members communicate with their staff, board, parents, students, families, communities and media during this extraordinary time.

Michigan schools have been working over the summer months to reimagine education to ensure students will continue to receive a rigorous education should classrooms/buildings need to close. They have also been creating health and safety protocols under the guidance of the [MI Safe Start Plan](#), the [MI Safe Schools Return to School Roadmap](#) and their local county health departments to reduce the spread of COVID-19. Whether instruction is delivered in a synchronous (learning in which a group of students are engaged at the same time) or an asynchronous (learning that does not occur in the same place or at the same time) method, schools are working to not only provide high quality instruction but are also developing guidance to support the health and safety of everyone in their school communities. This includes making plans to support the mental and social-emotional wellbeing of staff and students, providing enrichment activities that include social-distance protocols, offering meal programs, and revamping athletic practice procedures, as well as competition venue processes.

In their February 28, 2020 COVID-19 Updated Guidance Memo, Dr. Michael F. Rice, Superintendent of Public Instruction for the Michigan Department of Education, and Dr. Joneigh Khaldun, Chief Medical Executive and Chief Deputy for Health for the Michigan Department of Health and Human Services, shared this statement:

“...For schools, we all need to do what we can to keep students and staff engaged in the learning process while mitigating the spread of infections. We strongly recommend that schools and school districts partner with their local health departments to:

- Report influenza-like activity, absenteeism, and potential school dismissals.
- Educate students and the community about COVID-19. ...”

As schools prepare to reopen in the fall, it is still important to follow preventative hygiene practices. This includes:

- Cleaning your hands often, either with soap and water for 20 seconds or a hand sanitizer that contains at least 60% alcohol.
- Avoiding close contact with people who are sick.
- Putting distance between yourself and other people (at least 6 feet).
- Covering your mouth and nose with a cloth face covering when around others.
- Covering your cough or sneeze with a tissue, then throw the tissue in the trash.
- Cleaning and disinfecting frequently-touched objects and surfaces daily.

(www.cdc.gov)

Per the [MI Safe Schools Return to School Roadmap](#), schools should continue to interact with their local public health departments by reviewing the most current public health data released by the State of Michigan in the [MI Safe Start Map](#) on a weekly basis. Additionally, school districts should hold regular discussions with local public health officers throughout the duration of the pandemic to understand local public health trends, such as the number of positive cases, percent positive cases, hospital capacity, testing capacity, whether a case is attributed to a cluster or specific event, and hospital staffing capacity.

As noted on page 7 and 8 of the [MI Safe Schools Return to School Roadmap](#), families, students, and community stakeholders should use the Roadmap to understand what safety protocols will be in place when students return to school for in-person instruction. All preK-12 schools will be required to follow the safety protocols outlined in the Roadmap which are noted as “required.” Many schools may also choose to implement some or all of the “strongly recommended” or “recommended” practices, thus going beyond what is required.

When developing your communication plans, be sure to reference the [MI Safe Schools Return to School Roadmap](#).

Communicating uncertainty is challenging, but possible.

As we navigate this global health emergency, flexibility is key to our success. Communicating ever-changing recommendations, mandates and orders to our stakeholders can add a layer of challenge that requires consistent messaging, clear action statements, and acknowledgement of the unknown. While challenging, it can be done.

Consider the following when communicating uncertainty or changing directives to your stakeholder groups:

Rely on health and safety experts.

We follow their guidance. Communicate the lines of responsibility that are vital to helping stakeholders understand what information they can expect from their school versus their county or government.

Use face-to-face communication.

Focus groups or town hall events with interested stakeholders offer an opportunity to discuss changes “face-to-face” and allow for important clarifications. Even when you do not have the answers, people may understand the circumstances more clearly in face-to-face formats (whether virtual or in-person).

Give resources and share what you know.

Helping families, staff, board members and the community feel “in the know” can provide relief in uncertain times.

State what you will know and when.

While we don't always have the answers, sharing when you will have information and when you will share it is vital. **Once you commit to sharing something, follow through!** Even if plans change in the interim, follow up to share the changes. Your stakeholders are counting on you –be there for them!

Background

In response to the [Coronavirus Disease 2019 \(COVID-19\)](#) pandemic, Michigan school leaders are working over the summer months to reimagine how they will deliver educational services to students this fall. Based on the experiences had during the mandated school closures in the spring ([Executive Order 2020-35](#)) as well as the guidance provided by the state as part of its [MI Safe Start Plan](#), district leaders are not only developing plans to ensure that students will receive a rigorous academic experience this fall, but also are establishing processes to provide a healthy and safe learning environment for everyone in their school communities – students, teachers, support staff, bus drivers, visitors, and event spectators, to name a few.

To support schools in their efforts, Governor Gretchen Whitmer, through the Return to School Advisory Council ([Executive Order 2020-88](#)), created the “[MI Safe Schools Return to School Roadmap](#)”. On June 30, 2020, Governor Whitmer also issued [Executive Order 2020-142](#) requiring all schools to develop a Preparedness and Response plan that is to be informed by the Return to School Roadmap.

“We will continue to put safety first, leveraging science, data and public health evidence to inform the decisions we make to serve each and every student in Michigan well.”

-Gov. Gretchen Whitmer

Key Points to Remember:

- We're in this together.
- Our goal is to maintain timely, accurate and clear two-way communication with our school family and community.
- You can depend on schools to provide accurate information. Here's where you can find it: (insert district website).
- We are relying on health and safety experts and will keep you informed about what we know, when we know it.
- We are planning for a return to school with health and safety as a top priority.
- We will follow all required health and safety protocols.
- The State, including the Legislature, the Governor's office and the Michigan Department of Education, will also provide some requirements and recommendations on how we work with families, students and staff in an educational setting.
- Our schools are working for the lifelong success of Michigan's children.
- Our schools are working every day, using a variety of strategies and resources, to educate all children.

The RPIE Communication Process

The following communication plan is organized according to the **RPIE** (Research, Planning, Implementation, and Evaluation) process used by **school communicators** across the nation. **This process enables the schools to design and maintain a comprehensive, planned, two-way communication program** that helps build mutual understanding and support between the schools and its publics. The RPIE process involves four steps:

1. **Research:** Identify the issue and gather relevant information—through your own investigation/first-hand experience and/or that which is reported by others.
2. **Planning:** Use your research to develop a communication plan and messages; use identified tools to communicate with your target publics/audiences.
3. **Implementation:** Follow the steps in your communication plan to manage the information/seek input.
4. **Evaluation:** Examine your communication efforts to determine if communication goals were met. Use evaluation results to modify your communication plan, if needed.

If you have questions about the RPIE process or school public relations please contact your district's school communicator or the Michigan School Public Relations Association (MSPRA) www.mspra.org.

Research

Items you may want to obtain and consider, as well as questions you may want to ask in your research:

- Draw your facts directly from the experts.
- Consult with your team:
 - With whom have you communicated about the issue?
 - What information has been communicated?
 - What communication vehicles are being used to share your messages?
 - Based on the information your district has provided and the feedback you have received how informed are your parents about the issue?
 - What information still needs to be communicated? To whom?
- What communications tools are best for your audiences?
- What do you need to know to inform your decisions? (From parents, students, staff, technology, surveys, etc.)
- Make sure the School Communication Professional is part of the leadership group handling this issue.

Planning

Use your research to develop a communication plan and messages; use identified tools to communicate with your target publics/audiences.

- Set broad, overall goals of what you want to achieve through your communication.

- Set SMART objectives, identify strategies to help you reach those objectives, then tactics – the actual activities you will carry out. Each tactic should be assigned with a due date to ensure completion.

If you are responsible for school communication, you can use this guide to assist with your two-way communication via the development of common key messages, communication strategies, and a communication plan targeted at essential audiences (e.g. internal staff, parents, media, community). The resulting communication may be achieved via individuals or teams, using a variety of communication tools.

Implementation

Follow the steps in your communication plan for each audience to manage the information/seek input.

When it's time to communicate with your audiences:

- Follow both State and Michigan Department of Education (MDE) guidance
- Consult/work with your Intermediate School District/Regional Education Service Agency/Education Service Agency/Regional Education Service Districts
- Use this guide to communicate with your:
 - Board, union leaders and staff
 - Parents and students
 - Media and community

Post the following on your website (if not already in place):

- [MDE COVID-19 Education Information and Resources Page](#)
- [MI Safe Schools Return to School Roadmap](#)
- [Centers for Disease Control and Prevention](#)

Evaluation

Examine your communication efforts to determine if communication goals were met. Use evaluation results to modify your communication plan, if needed.

- Check with staff - Were communications clear? Additional concerns?
 - Ask what are you hearing from parents in general?
 - Ask what are you hearing from community members?
 - Ask how many phone calls are being received? What is their nature?
- Determine tone and type of media coverage.
- Monitor social media chatter.
- Track website clicks.
- Note email contacts.

Communication Plans Based on Target Audiences

Target Audience 1: School Staff/Board

Develop/use a communication plan to reach your school staff and school board members.

Research

- Determine who your target audiences are within your school building - front office staff, teachers (and at what levels), counselors, school communicator, administrators, board members, union leaders, etc.
- What do these audiences need to know? Think about staff members who may be answering phone calls, greeting guests at the front desk and may be answering questions in the community.
- Determine how they like to receive information or what vehicles your district uses to share information of this nature, and then communicate how they will hear from you.
- Determine what you expect each internal audience to do with the information you provide to them. Are they responsible for answering questions or should they refer concerns to a specific person in the district?
 - **Tip!** If your district has not done so already, consider establishing a hotline or special email address for students, parents and community members to submit questions. Be sure to include any questions on an FAQ section of your website.
 - Where is the best place to warehouse district messages/information about your return to school plans?
 - Would it be beneficial to dedicate a section of your website to return to school information?
 - Would your staff appreciate a weekly email or update about the topic?
- Consider how you will measure the success of your communication with your internal staff. Do you need to offer pre- and post-surveys (or discussion) about how well informed they feel?
- Begin to define terms (e.g. in-person, face-to-face, blended learning, remote learning, hybrid learning or hybrid model, contact tracing, quarantine, isolation, facial covering, physical distancing, cleaning protocols). Include these definitions in all future master documents.

Planning

- Produce (and update as necessary) a timeline that helps inform board and staff members about what to expect. Include what you wish to communicate with your staff and when. Consider pre-populating messages, articles, reference documents using resources found in this communication guide.
- Be sure to reference the timeline during return to school planning meetings so that details do not get missed.
- Determine who will be responsible for communicating the message.
- Develop Talking Points/Key Messages that help staff communicate the district's process for supporting students (see below).

- Identify communication vehicles/platforms you can access to reach these audiences.
 - These may include: Frequently Asked Questions (FAQs), dedicated web pages, emails, videos, social media, staff notification system, phone hotline, surveys, (virtual) meetings, flyers
 - Discover what vehicle(s)/platform(s) staff/board members prefer and use all that apply.
 - **Tip!** Use what works best for your district. After working through building closures in the spring, identify communication systems and tools that resonated with staff and school board members. Consider the frequency of the updates as well. Use data collected from spring surveys to inform how to best communicate internally. Be sure to update all communication trees/systems with new employee contact information.

Implementation

- Share talking points/key messages with your audiences using the identified communication vehicles/platforms as planned.

Evaluation

- Note any questions/comments/feedback you receive.
- Adjust your communication as necessary.

Focus Area	Sample Key Message(s) for Staff/Board Members
Governance	<ul style="list-style-type: none"> • We have a Return to School Committee that has been meeting since the spring. The committee's purpose, vision, membership, timeline and additional resources can be found by visiting www._____. • Our committee is developing our Return to School Preparedness Plan for multiple scenarios. It will be board approved and posted on our website by August 15, 2020 or 7 days before the start of school. More information about each scenario can be found at www._____. • (If you seek staff feedback): Staff input is important. We want to know about your questions, concerns and expectations as we develop plans to return to school. Please respond to this survey by _____. • (If you seek parent feedback): Constituent feedback is an important resource for us to consider when developing our back to school plans. Here is the survey we will be sharing with families. We will be sure to share the survey's results with you once they are compiled. • As we prepare our district to implement our return to school plans this fall, please be sure to review the following policy/handbook changes.(List policy changes.) • (You may be asked questions about school funding related to the health and safety of our students.) Although our district is still uncertain about future state and federal revenue, every avenue is being explored to help us purchase supplies and materials to enhance health measures and curriculum resources for students. • Thank you to our district's foundation/business partners for providing the following resources for our students _____. • The funds that are being used to remodel/upgrade our facilities are a result of our recently-approved bond issue, not general fund dollars. These dollars were spent

	<p>with Board approval prior to the COVID-19 pandemic and, in most cases, we have already started construction.</p> <ul style="list-style-type: none"> The district will be working with our intermediate school district to coordinate bulk purchasing of Personal Protection Equipment and technology as well as arrange for professional development to support our students and staff as part of our plan. For specific finance questions, please refer individuals to the Business Office.
Operations	<ul style="list-style-type: none"> In an effort to help safely reengage the staff and allow Michiganders to track potential COVID-19 symptoms, staff members are being asked to participate in a health check self-assessment prior to coming to work each day. To complete the assessment, visit www._____. (Resource: State of Michigan Coronavirus Symptom Web Application is available to all employers. It is suggested that this process be reviewed with union representation prior to implementation.) Please note these student enrollment or attendance procedural changes. (List changes.) Your health and safety are important. As all families are dealing with the circumstances of COVID-19, we understand that employees may have concerns about returning to an in-person environment in the fall. Please complete the following survey to share your concerns and suggestions relative to reopening the district by _____. Additionally, if you are not planning on returning to work, please contact the Human Resource Office as soon as possible. (If there are vacancies): We are hiring for these positions. Please adhere to the following process/outlined health and safety procedures for entering buildings/if ill/uncomfortable returning to work. (Insert entry steps/health procedures.)
Facilities	<ul style="list-style-type: none"> Here are the latest in recommended cleaning guidelines. This is our process and the products we will be using (based on availability). Do not bring your own cleaning products/disinfectants into the school building. They may not be Michigan Occupational Safety and Health Administration approved and/or may cause students/staff to have an allergic reaction. Please review the following changes we are making to our facilities to keep students and staff safe.
Wellness	<ul style="list-style-type: none"> (If you seek feedback): We want to support you as school resumes. Please respond to this survey: How ready are you to return? Your mental health is an important part of your overall wellness. Please consider the following resources should you need mental health support (insert local resources). <ul style="list-style-type: none"> Michigan's StayWell page lists free resources, including local connections. If you are not feeling well, do not come to work. If you become ill while at work, follow these steps. (Insert your district steps). The district will work directly with our local health department to determine next steps if a positive case of COVID-19 has been found in the district. If contact tracing needs to occur, the process will be handled by the health department. The district is prohibited from disclosing any information that violates your Health Information Privacy but may need to make a general announcement that a positive

	<p>case has been confirmed in a building. When staff or students are identified as having COVID-19, we will work with our health department to communicate appropriately.</p> <ul style="list-style-type: none"> • If you need accommodations (cannot wear a mask), contact the Human Resource Office or your supervisor for support. • Continue using these preventative practices from the Centers for Disease Control and Prevention: <ul style="list-style-type: none"> ○ Remain at home if you are sick and avoid close contact with people who are sick. Click here for more information. ○ Avoid touching your eyes, nose, and mouth with unwashed hands. ○ Wash your hands often with soap and water for at least 20 seconds. Use an alcohol-based hand sanitizer that contains at least 60% alcohol if soap and water are unavailable. ○ Cover cough or sneeze with a tissue or sleeve. ○ Routinely clean frequently-touched surfaces. ○ Practice physical distancing (stay at least 6 feet or about 2 arms' length) from other people who are not from your household in both indoor and outdoor spaces. ○ Wear cloth face coverings in public settings and when around people who don't live in your household, especially when other social distancing measures are difficult to maintain. (Cloth face coverings should NOT be worn by children under the age of 2 or anyone who has trouble breathing, is unconscious, incapacitated, or otherwise unable to remove the mask without assistance.) • We are following guidance of our local health department to maintain best practices related to health and safety. • We are working with our local health department to offer a healthy hygiene practice curriculum via (video/poster/etc.) for our students. • *Talking points and sample materials relative to confirmed cases of COVID-19 in staff/students will be shared in Sections II and III of the Toolkit.
Instruction and Technology	<ul style="list-style-type: none"> • Our return to school plan will be centered on students and meet their needs. • We are developing an equitable plan to serve our entire education community. • We are creating resources and opportunities to maximize student access to instruction using a variety of tools including technology such as ____. • An announcement relative to instructional options will be shared in the coming weeks. Please check (mode of communication) for updates. • Our district is developing technology support for students/families should they need assistance. • Our district is developing technology support for staff. Please contact ____ if you need assistance.

Other	<ul style="list-style-type: none">• We will follow the required safety protocols outlined in the MI Safe Schools Return to School Roadmap and other recommended practices. Go to our website to learn more.• Summer programs and athletics: As we offer summer programming and host athletic practices, please be mindful that our families are expecting our district to ensure the health and well-being of everyone involved. If you receive questions or concerns relative to our wellness practices, please share them immediately with _____. We must continue to work together to provide quality experiences while maintaining optimum health practices.
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Samples: School Staff/Board

Included below or linked as part of this Toolkit:

- [Staff Survey](#) (Mason Schools)
- Staff Survey (Berrien RESA)
- Instructional Staff Survey (Berrien RESA)
- [Leadership Survey](#) (Mason Schools)
- Staff Email (Mason Schools)
- [Staff Newsletter](#) (Clarkston Community Schools)
- Signage for Facilities
- Signage for Social Media/Website



Berrien RESA's SMART Re-Start Plan - How can we help you get ready to return to school?

Thank you for your input as we prepare for the 2020-21 school year. The information collected in this survey will be used to help us create the Berrien RESA SMART Re-Start transition plan for students and staff to return to school as well as be prepared should school close again in the future. The survey will ask specific questions relative to technology, instruction and wellness. Please be sure to complete this survey by July 10. Thank you in advance for your participation!

1. I have a device that I am able to use for remote work should the district close again due to COVID-19.
2. If Yes, what type of device do you have?
3. I have high speed internet available at my home.
4. My ability to use the internet for working from home is negatively affected by my internet plan's limits and/or family use. (Yes/No)
5. What are the major concerns you have regarding returning to work in August? (Please select no more than three statements.)
 - Cleanliness of the classrooms/work areas
 - Cleanliness of the restrooms
 - Interactions with students/staff
 - The possibility of moving from in-person learning to remote learning
 - The availability of cleaning supplies/Personal Protection Equipment
 - If the district closes, what to do about childcare
 - If the district closes, my ability to provide academic support to my child
 - Access to a thermometer at home to self-monitor temperature.
 - None
 - Other
6. What suggestions do you have to support a successful return to work in August?

Thank you for taking the time to complete the survey. The information collected in this survey will be used to help us create the Berrien RESA SMART Re-Start transition plan for students and staff to return to school as well as be prepared should school close again in the future.



Instructional Staff Survey

(Open-ended survey created for staff members who support students in Special Education programs)

Berrien RESA has created a SMART Restart Planning team to assist in developing a plan for the restart of the Berrien RESA programs this fall. The Instruction sub-group is seeking input from teachers to help guide what instruction for our students may look like, both in-person and remotely.

Resuming In-Person Instruction

1. As we plan to return to school, what protocols/materials/practices would you like to have in place to help you feel safe at work?
2. What concerns do you have when we return to school?
3. What do you feel is a feasible yet safe physical distancing expectation?
4. How comfortable do you feel with maintaining physical distance in your classroom?
5. What should be the focus of instruction be during the initial 1-2 weeks of resuming in-person instruction (e. g. academic, pairing school with positive possibly non-academic activities, reestablishing routines, etc.)?
6. What ideas do you have for specials or other activities where students from different classrooms share space given current guidance and the recommendation to not commingling classrooms?

Evaluating Experiences with Remote Learning

1. What did you learn from your experience with remote learning this spring?
2. What programs or strategies did you have success with during remote learning?
3. What practices did you want to test/utilize that you know are good for student learning and might be able to test now?

Assessing Students During Remote Learning

1. How might we efficiently assess students' understanding and skills in a way that honors students and their families?
2. How might we decide which standards need to be addressed/taught?
3. How might we offer clear and timely feedback to students/families that meets their needs and is sustainable for teachers?

Designing Remote Instruction

1. How might we develop and sustain community and relationships in multiple formats in order to engage students?

Supporting Remote Instruction

1. What kind of support do you need to feel successful with remote instruction?
2. How have you successfully engaged or shared information with families and students?



Message to Staff - Return to School Committee Update to Staff - July 11, 2020

Good afternoon team,

The Mason Public Schools Reimagining and Reopening of School Committee and district administration have been hard at work this summer vetting many options and scenarios to bring our staff and students back to school safely this fall. The workgroup met earlier this week to finalize some decisions for the District. Our plans will observe specific requirements that are included in the Governor's [Return to School Roadmap](#) for returning to face-to-face instruction. Topics like facial coverings, sanitizing hands and surfaces, physical distancing, health screenings and monitoring, and transportation are all being discussed. Look for more information in the coming weeks.

A large portion of our initial work has been preparing for the safety protocols listed for Phase 4 including the areas of personal protective equipment, hygiene, spacing and cleaning to name a few. To help assist us with this work, Mr. Toodzio has been designated as the District Healthy Environments Coordinator to work closely with building principals, central office staff and our facilities director. We are also working on our plans for screening, testing and online learning. Thursday we announced our plans to roll out a 100% virtual option for families called the Bulldog Academy. We have asked families to share their plans and based on those results so we can solidify our plans for this online option.

Attached to this message you will find a draft of a current timeline, based on what we know today, to keep everyone on the same page as well as to help us manage expectations with you, our families and the community. We will also host an optional staff virtual happy hour on Wednesday, July 15th at 3 pm and an optional staff virtual coffee hour on Tuesday, July 21st at 10 am so you can ask questions and we can provide more updates that may be available at that time. An invitation to the virtual meetings will be emailed to all of you soon.

The safety of our staff and students is the top concern as we plan to reopen. As I reflect on the past few weeks, I think back to the last paragraph of a message I sent on March 20th that captures my thoughts today. *"This is a trying time for our state and nation. There are so many questions and unknowns and I know that can be frustrating. I do believe that in a time of crisis less is more. Focus on what is important- our health and the health of everyone connected to Mason and Mason Public Schools. Stay home, take care of yourself and your families and encourage others to do the same."*

As always, thank you for your contribution, commitment and patience as we work through this ever-changing landscape. I am confident that we will continue to provide quality educational opportunities to our students and remain stronger, smarter, safer together.

Ronald Drzewicki
Superintendent
Mason Public Schools

Sample Signage for Facilities:

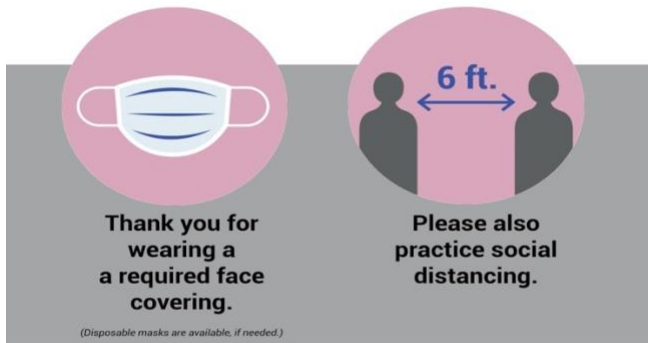
Staff Entrance

All guests should check in at the front entrance and follow appropriate safety procedures.

Staff members:

Before entering, please submit your Self Health Check found at www.berrienresa.org.

If you are sick, do not enter the building.



Welcome!

Office Hours: By appointment only.



If you are sick, do not enter the building.

All other guests, please report to the temperature check station and follow the instructions.



Sample Signage for Staff and Facilities:



COVID-19:

OFFICE HEALTH & SAFETY TIPS

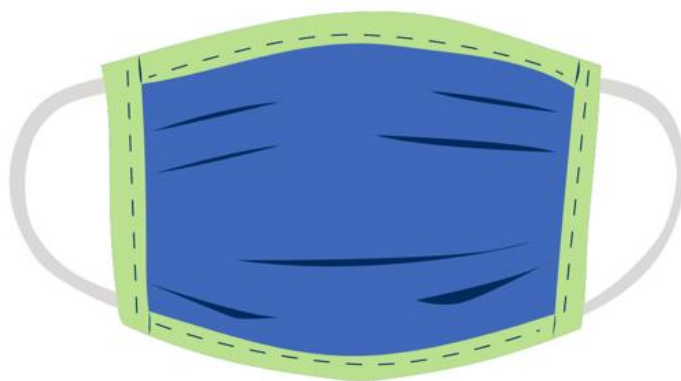
Effective July 1, 2020 until further notice.

 <h3>WASH YOUR HANDS FREQUENTLY</h3> <p>Regularly and thoroughly clean your hands with soap and water for 20 seconds or use an alcohol-based hand sanitizer.</p>	 <h3>MAINTAIN PHYSICAL DISTANCING</h3> <p>Maintain at least 6 feet (2 meters) distance between yourself and others.</p>
 <h3>WEAR A MASK</h3> <p>Face coverings should be worn when in common spaces or when physical distancing cannot be maintained.</p>	 <h3>IF YOU HAVE A FEVER, COUGH AND DIFFICULTY BREATHING, SEEK MEDICAL CARE</h3> <p>Stay home if you feel unwell. If you have a fever, cough and difficulty breathing, seek medical attention and call in advance.</p>

Based on recommendations by the Washtenaw County Health Department, Michigan Department of Health and Human Services, and the Centers for Disease Control and Prevention.

WAIT!

DO YOU HAVE YOUR MASK?




Help us keep WISD safe for our students, staff and visitors by wearing your face covering when walking around the building.

Thank you!



Sample messaging on website and social media for safety protocols:

SALINE COMMUNITY EDUCATION SUMMER 2020				SAFETY PROTOCOLS [ALL PROGRAMS]	
SCREENING <ol style="list-style-type: none"> 1. ALL STAFF AND PARTICIPANTS ARE REQUIRED TO COMPLETE A HEALTH SCREENING FORM EACH DAY 2. IF STAFF OR PARTICIPANTS HAVE ANY SYMPTOMS LISTED ON THE FORM, THEY ARE REQUIRED TO STAY HOME 		STAFF <ol style="list-style-type: none"> 1. WILL RECEIVE HEALTH/SAFETY PROTOCOLS AND EXPECTATIONS TO FOLLOW. 2. WILL ENSURE THAT PROPER SPACING, CLEANING AND ACTIVITIES TAKE PLACE 3. 1:10 INSTRUCTOR TO PARTICIPANT RATIOS 		SPACES <ol style="list-style-type: none"> 1. CONTROLLED PICK UP AND DROP OFF 2. ALL PROGRAMS WILL BE DESIGNED WITH SOCIAL DISTANCING IN MIND 3. WHERE POSSIBLE, SIGNAGE WILL BE POSTED FOR PARTICIPANTS 4. WHEN POSSIBLE, OUTDOOR AND LARGE SPACES WILL BE USED 	
MASKS <ol style="list-style-type: none"> 1. MASKS ARE REQUIRED IN ENCLOSED PUBLIC SPACES AND CAN BE HOMEMADE (BANDANA OR SCARF). THIS APPLIES TO BOTH STAFF AND PARTICIPANTS 2. OUTDOORS ANY CHILD OR ADULT WHO PREFERS TO WEAR A FACE MASK SHOULD BE ALLOWED TO DO SO 		CLEANING <ol style="list-style-type: none"> 1. ALL PROGRAMS WILL BE PROVIDED WITH A CLEANING KIT TO ENSURE PROPER SANITATION PRIOR TO AND AT THE END OF THE PROGRAM EACH DAY 2. CUSTODIAL SERVICES WILL SANITIZE SAS FACILITIES DAILY 		EQUIPMENT <ol style="list-style-type: none"> 1. WHEN USING EQUIPMENT OF ANY KIND, PARTICIPANTS WILL HAVE THEIR OWN INDIVIDUAL IMPLEMENT 2. EQUIPMENT WILL BE SANITIZED DAILY 	

LAST UPDATED: JUNE 3RD, 2020

Target Audience 2: Parents, Students and Families

Develop/use a communication plan to reach your parents, students and families.

Research

- What do these audiences need to know?
- What is the best way to reach parents/students/families?
- Invite parents/families to provide feedback on the district's reopening plans via survey or virtual focus groups. Develop and conduct the survey. Allow 7-10 days for responses. (See samples below.)

Planning

- Consider answering commonly asked school-reopening questions from parents, staff, and the community in a Frequently Asked Questions (FAQs) document. Mine survey responses for areas to address. Add new questions as they are asked and answered.
- Post the FAQs on your dedicated Return to School webpage that has been added to the district's website. Post all of the district's school reopening information on this page. Assign a staff member to continually update the page. Promote the web page widely.
- Produce a collection of basic, one-page fact sheets on processes and procedures the district will use when reopening schools, to ensure accurate and consistent messaging. Share via email and social media. Post the downloadable files on your Return to School web page.
- Send regularly scheduled email updates to families and staff, reporting on the district's planning process for school reopening. Hearing regularly from school can be a comfort in uncertain times. Note: When there's nothing major to report, it's okay to say: "We're continuing to work on it."
- Produce/post regular social media updates on the school district's reopening plans as they become available. Consider featuring a recent Frequently Asked Question as part of the post with a link to the dedicated web page.
- Record occasional video clips with updates on how the district is preparing to welcome students back to school. Post them to social platforms and the district's Return to School web page. Make sure you are modeling social distancing and wearing face coverings in the videos!
- Establish a dedicated Return to School telephone hotline with a recorded school reopening message that is changed weekly (especially for those who may not have access to reliable internet connections). Promote the hotline on your school's main phone greeting and on exterior school building signs.
- Develop Talking Points/Key Messages (see below).
- Identify communication vehicles/platforms you can access to reach these audiences.
 - These may include: Frequently Asked Questions (FAQs), dedicated web pages, emails, videos, social media, parent notification system, phone hotline, surveys, (virtual) town hall meetings, flyer, infographics
 - **Tips!**
 - Check with your health department to discover what safety signage, tip sheets and infographics they may be able to provide.
 - Discover what vehicle(s)/platform(s) the audience prefers.

- Identify communication systems and tools that resonated with parents, students and families during last spring's school closure. Consider the frequency of the updates as well. Use data collected from spring parent surveys to inform how to best communicate with them.
- Use all that apply.

Implementation

- Share the talking points/key messages with your audiences, using the identified communication vehicles/platforms, as planned.

Evaluation

- Did they receive the information?
- Did they understand the information?
- Did they respond to the information?
- Are they supportive of your plans?
- What needs to be adjusted as you move forward to achieve your goals and objectives?

Focus Area	Sample Key Message(s) for Parents/Students/Families
Governance	<ul style="list-style-type: none"> • We have a Return to School Committee that has been meeting since the spring. The committee's purpose, vision, membership, timeline and additional resources can be found by visiting www._____. • Our committee is developing our Return to School Preparedness Plan for multiple scenarios. It will be board approved and posted on our website by August 15, 2020 or 7 days before the start of school. More information about each scenario can be found at www._____. • (If you seek parent feedback): We want your input. To help us support you as school resumes, please respond to this survey by _____. Your responses will help us plan for what comes next in our return to school. • Our district will follow all the requirements put in place by the Governor in the Return to School Roadmap. • Face coverings are required for middle and high school students and all personnel. They will also be required for elementary when in the hallways and common areas. • Parents: Consider teaching your children to wear face coverings gradually over time. This will make it more routine.
Operations	<ul style="list-style-type: none"> • When staff or students are identified as having COVID-19, we will work with our health department to communicate appropriately. • Please note these student enrollment or attendance policy changes. (List changes.) • (If there are vacancies): We are hiring for these positions. We will announce new staff members at the beginning of the school year.
Facilities	<ul style="list-style-type: none"> • We will be following the latest in recommended cleaning guidelines. • Our team is following strict cleaning practices daily to sanitize classrooms and common areas.

	<ul style="list-style-type: none"> • Our district is partnering with our intermediate school district and other state agencies/businesses to place bulk orders of cleaning supplies and personal protection equipment. • We are partnering with local health officials to follow health department and CDC guidelines.
Wellness	<ul style="list-style-type: none"> • We are closely monitoring the health of staff and students for symptoms of illness and have protocols in place when someone does become ill. As part of this protocol, all staff members are required to participate in a health screening as well as take their temperatures before entering district buildings. • Continue using these CDC recommended preventative practices: <ul style="list-style-type: none"> ○ Remain at home if you are sick and avoid close contact with people who are sick. Click here for more information. ○ Avoid touching your eyes, nose, and mouth with unwashed hands. ○ Wash your hands often with soap and water for at least 20 seconds. Use an alcohol-based hand sanitizer that contains at least 60% alcohol if soap and water are unavailable. ○ Cover cough or sneeze with a tissue or sleeve. ○ Routinely clean frequently-touched surfaces. ○ Practice physical distancing (stay at least 6 feet or about 2 arms' length) from other people who are not from your household in both indoor and outdoor spaces. ○ Wear cloth face coverings in public settings and when around people who don't live in your household, especially when other social distancing measures are difficult to maintain. (Cloth face coverings should NOT be worn by children under the age of 2 or anyone who has trouble breathing, is unconscious, incapacitated, or otherwise unable to remove the mask without assistance.)
Instruction and Technology	<ul style="list-style-type: none"> • Our return to school plan will be centered on students and meet local needs. • Our plan will include all students regardless of age, location, background, or available resources. • We recognize that families may have concerns about sending their children to school. Our district is working to develop a number of instructional options to help families feel comfortable while their students continue to receive a rigorous education. For more information about these options, please contact_____. • In the coming weeks, our district will be sharing videos that will walk families through a typical school day with health and safety precautions in place so that everyone knows exactly what to expect when school resumes this fall. Videos will highlight what students can expect when they ride the bus, when they enter the school building, walk in the hallways, eat lunch, participate in classroom instruction and what physical education class will look like.
Other	<ul style="list-style-type: none"> • We will follow the required safety protocols outlined in the MI Safe Schools Return to School Roadmap and other recommended practices. Go to this designated website to learn more.

	<ul style="list-style-type: none">• (Confirm with your district): Your students will still be able to participate in extracurricular activities this year. A number of safety measures have been developed to protect your student, the coaches and spectators. To learn more, please visit ____.
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Samples: Parents, Students and Families

Included below or linked as part of this Toolkit:

- Message to Families
- Superintendent's Message re: Fall 2020 Return to School (Clarkston Community Schools)
- [Clarkston Virtual Website re: Virtual Program](#) (Clarkston Community Schools)
- [Fall 2020 Return to School Survey](#) (Clarkston Community Schools)
 - Shared in eBlast letter from the Superintendent, district website, and social media.
 - Results will be shared with internal task forces, Board of Education, and community.
- [Moving Forward Learning Parent Communications](#) (Farmington Public Schools)
- Parent Letter re: Reimagining and Reopening of School (Mason Schools)
- Reopening Plan One-Pager (Mason Schools)
- [Parent Survey](#) (Mason Schools)
- Guiding Principles for Return to School Planning (Oakridge Public Schools)
- Parent Survey (Oakridge Public Schools)
- Social Media Posts (Oakridge Public Schools)
- Newsletter (Oakridge Public Schools)
- Infographics re: Return to School (Lake Orion Community Schools)
- Preliminary Outline of Fall 2020 Plans (Birmingham Public Schools)
- Education Reimagined (Region 5 - Michigan Economic Recovery Region)

Message to families about the need to be flexible and understanding during this unique time

Dear Parent/Guardian,

Our district is in the process of developing plans for a safe and academically rich return to school in the fall. A team has been assembled that is working through different return to school scenarios and how to best serve our students and families. We are planning for what our school days will look like, how we will deliver instruction, feed and transport students and most of all ensure the safety and wellness of all of our students and staff. We have multiple scenarios to consider as we are unsure what the health of our state will look like in August. The different scenario being talked about in our district include (add what makes sense for your community):

- Face to face
- Hybrid
- Remote Learning
- Intermittent Virtual

The State, including the Legislature, the Governor's office and the Michigan Department of Education, will also provide some requirements and recommendations on how we work with families, students and staff in an educational setting. Those requirements and recommendations are still being developed. Districts across Michigan we will have to be flexible based on those requirements and recommendations as well as the Phase of Recovery our Region is in as identified in the [MI Safe Start Plan](#).

As we continue moving forward, we will communicate regularly with you as we have more information to share. In the meantime, if you have any questions, please contact our central office.

Thank you for entrusting us with the education and well-being of your children.

Take care.

Superintendent



Superintendent's Message to Families

Community Schools Families,

This week, Governor Gretchen Whitmer announced the next steps in the state's roadmap to reopen schools and resume in-person learning. The "Return to School" plan will include specific guidelines for ALL public, private, and parochial schools and will be released in detail on June 30.

With this in mind, Clarkston Community Schools is planning to return to school in as much of a traditional setting as we are able, and anything short of this will be the result of state requirements for all schools. Our planning for various scenarios has already begun, and this work will pick up speed once we hear the Governor's specific directives on June 30.

As we prepare for continuity of learning in Clarkston, there are important instructional and operational factors to consider, as well as a focus on student, family and staff well-being. We will be prepared to operate flexibly among the following Learning Zones as state law or conditions dictate throughout next year.

Learning Zones of Operation	Student Learning Location	Teacher Instructing Location
In-person Learning	In buildings	In buildings
Blended Learning	Partly in buildings, partly at home	In buildings
Distance Learning	At home	In buildings or at home

Our work this summer also involves carefully considering the individual needs of families. This includes providing reliable childcare for working families, and learning options for those who aren't ready to come back in the Fall. For students and families who elect to remain entirely off campus regardless of Learning Zone status, Clarkston Virtual offers a free full-time, fully-online learning program staffed by Clarkston teacher mentors. Current Clarkston Community Schools students can stay enrolled and transition into virtual learning at any time during the school year. Students will be able to return to building learning after working in an online setting.

I believe that a thoughtful "one foot in front of the other" approach is the best way to move forward, and we will do this with both safety and the integrity of our program in mind. District task forces are already working on our re-entry plan, as we await Governor Whitmer's "Return to School" guidelines for all public, private, and parochial schools on June 30. When this new plan is released, we will share it with you, along with a survey to gather your thoughts, hopes, and worries related to returning to school.

In the meantime, the current situation will require our continued patience. I look forward to following up with you with more concrete information very soon.

Sincerely,

Shawn Ryan
Superintendent of Schools



Message to Families

July 9, 2020

Greetings Bulldog Families and Staff,

We are excited to share that our plans are fully underway to allow families to choose between two options that best fit their needs for the coming year. Mason Public Schools will be rolling out an online option called [the Bulldog Academy](#) this fall. We are still finalizing the details of our online program, but we are getting close. Whether you return to a Bulldog classroom or join the fully remote Bulldog Academy, the attached overview gives you an idea of what learning will look like when we return in August. No matter which option you choose, your student will be eligible to participate in extracurricular activities at Mason Public Schools.

If you are interested in participating in the Bulldog Academy please [fill out your information here](#), by August 1. If you are planning to return to school in the fall with 100% face to face instruction, you don't need to do anything else. This will help your family prepare and allow us to finalize our plans for teachers and curriculum delivery.

We are excited for the year ahead and look forward to seeing all of you again, either in person or online. We want to send a shout out to our planning team, the Reimagining and Reopening of School Committee, for their commitment to preparing for the fall. For reference, we have attached an FAQ document regarding Governor Whitmer's Return to School Roadmap. We will share additional details about the start of school once they become available. Thank you for choosing Mason Public Schools. We are stronger, smarter, safer together!

Ronald Drzewicki, Ed.S.

Superintendent

Reopening Plan One-Pager



MASON
PUBLIC SCHOOLS



2020-2021 SCHOOL REOPENING PLAN

Option #1

100% Face-To-Face Instruction

- On-Campus traditional instruction
- All required components of the Michigan Safe Schools Roadmap followed
- Student and Staff health screenings
- Heightened cleaning procedures
- New social distancing procedures
- Limits on non-essential visitors and large group activities
- Chromebooks for all students and hot spots for those eligible

OR

Option #2 Bulldog Academy

- Robust 100% online curriculum and high student expectations
- Daily attendance required
- Daily online interaction with teachers including live and/or recorded instruction
- Flexible options for work completion
- Grades and teacher feedback
- Opt-in at any time
- Mason textbooks when applicable
- Chromebooks for all students and hot spots for those eligible



Choice: Parents may choose to place their student into Bulldog Academy at any time.



Teachers: Mason teachers oversee both Face-to-Face and Bulldog Academy instruction.



Hotspots: Bulldog Academy and Face-to-Face students who are eligible will receive a district provided hotspot to use at home.



Extracurricular Activities: Bulldog Academy and Face-to-Face students may participate in after-school activities. All required components of the Michigan Safe Schools Roadmap will be followed.



Chromebooks: Bulldog Academy and Face-to-Face students will receive a district owned personal Chromebook to use at home and school.



Intermittent Virtual: Face-to-Face instruction is built to adjust rapidly to 100% online learning should Michigan move into Phases 1 to 3 of the Michigan Safe Start Plan.

If you are interested in utilizing Bulldog Academy for the first trimester, please fill out your information using this link: <https://forms.gle/ydAYfeKto69fEbVYA>.



Guiding Principles for Return to School Planning

1. Access to education is a right.
2. Equity is a primary lens to prepare learning experiences.
3. Health and safety are the main factors in all decision making.
4. Individualizing and personalizing learning at students' own pace and readiness is essential to engage all students.
5. Learning must balance accountability and appropriate compassion.
6. School will be different going forward continuing our flexibility and a growth mindset.
7. Research must inform and advise decisions.
8. Meaningful relationships create a physically and emotionally safe environment.
9. Community wellness partners are critical to providing whole child services.
10. Parents and students are valued partners in education and their voices are important in creating equitable learning experiences.



Parent Survey

THREE LEARNING MODELS

Oakridge Public Schools is committed to providing robust, accountable instruction that is individualized for each student. We must also be prepared to switch fluidly from one model to another as the situation improves or worsens.

Oakridge is exploring offering a completely Virtual Learning option for families who request it regardless of the learning model we implement districtwide.

VIRTUAL MODEL

- Students participate in a newly-designed completely virtual learning program at home.
- An **all virtual learning program** may also include courses provided by external online vendors with OPS teachers of record.
- This will **not be** the same model as the end of the 2019/20 school year - this model will be an enhanced, accountable, robust learning plan applicable to all students.

HYBRID MODEL

- Students meet on a modified schedule, following guidance from the Michigan Department of Education and CDC, using a **combination** of newly-designed virtual learning and in-person instruction.
- May include in-person schooling Monday, Wednesday, and Friday and virtual instruction Tuesday and Thursday, for example.
- Implement health practices to keep students, families, and staff safe.

IN-PERSON MODEL

- Students meet in-person for instruction at school using guidance from the Michigan Department of Education and CDC.
- Similar to how **school has always operated**, but with enhanced safety measures and heightened student and staff health monitoring.
- Implement health practices to keep students, families, and staff safe.

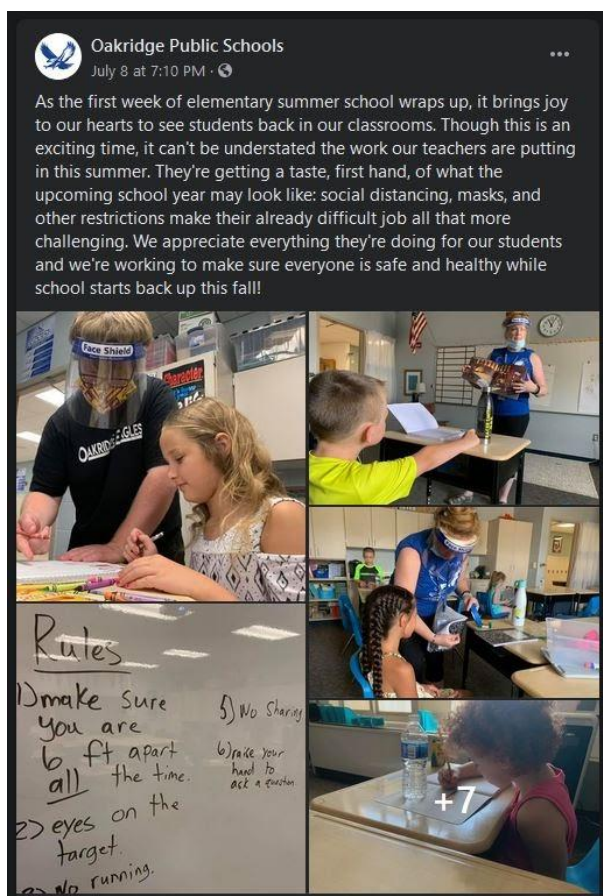
1. What building will your child attend next school year?
2. What grade will your child enter this fall?
3. If the guidance from state and local health officials indicates that it is safe for in-person instruction, would you be comfortable having your student return to school this fall?
 - Definitely. I have limited concerns.
 - Yes, but I would expect the school to practice Public Health recommended safety precautions to keep my child safe.
 - I am hesitant to send my child to school unless major steps are taken to keep my child safe.

- No, I plan to keep my child home regardless of school safety precautions or Public Health recommendations
 - Comment (optional)
- 4. If the Governor allows schools to open for in-person instruction this Fall and Oakridge follows all federal, state, and local health guidelines, do you intend to send your child to school this fall?
 - Yes
 - No
 - I would prefer all learning be conducted remotely via online learning or paper packets
 - I would prefer a hybrid model that allows students to participate in both in-person (practicing social distancing and with smaller class sizes) and remote learning
 - I'm still unsure
 - Comment (optional)
- 5. If the Governor or Public Health requires students to wear a mask as a condition of attending school, will you send your child to school?
 - Yes
 - No
 - I'm still unsure
 - Other (please specify)
- 6. What factors would help you feel more comfortable? Please check all that apply.
 - Evidence that Health Department and CDC regulations are being followed
 - Daily symptom checks of employees required before entering school/workplace
 - Mandatory symptom checks required for every student before entering school
 - Classroom and other gathering spaces cleaned and sanitized daily
 - Sanitizing supplies, including hand sanitizers, readily available to students
 - Maintaining social distancing protocols
 - There is nothing that will make me feel comfortable
 - I feel very comfortable
 - Other (please specify)
- 7. What are your primary concerns about transitioning back to school this fall? Please check all that apply.
 - Public health regulations not being followed
 - Classrooms and other student gathering places not properly disinfected
 - Availability of disinfecting materials or PPE (personal protective equipment)
 - Childcare/care for family members
 - Readjustment to classroom or school life
 - My child's transportation (e.g. school bus, etc.)
 - Having in-person interactions with others
 - My child's underlying health condition

- Ability to properly social distance in the classroom, lunch room and other areas
 - Ability for the school to react and contain new cases to keep my child safe
 - Other (please specify)
8. Does your student receive services through an IEP (Individualized Education Plan) or Section 504?
 9. If your child is receiving Special Ed. or English Language Learner services, what feedback do you have to improve virtual instruction?
 10. Please share any information you believe is important to the planning for Fall.
 11. Please contact me so I can learn about Virtual Learning options Oakridge may offer.
 12. Please provide your contact information (optional).

Sample Social Media Post

"As the first week of elementary summer school wraps up, it brings joy to our hearts to see students back in our classrooms. Though this is an exciting time, it can't be understated the work our teachers are putting in this summer. They're getting a taste, first hand, of what the upcoming school year may look like: social distancing, masks, and other restrictions make their already difficult job all that more challenging. We appreciate everything they're doing for our students and we're working to make sure everyone is safe and healthy while school starts back up this fall!"



Newsletter Blurb



our 2020 Non-Homestead Operating Millage. We are implementing our first year of a new after school and summer recreation program with the Boys and Girls Club of

Congratulations to everyone for making it to the end of the 2019-2020 school year! It has been an unbelievable school year in so many ways. While we pulled together to endure a worldwide Pandemic, we won't let that define nor overshadow what we accomplished as a community that will benefit kids for years to come. We passed the 2019 Bond Proposal expanding and improving facilities. We passed

the Muskegon Lakeshore after being awarded Federal grant money for the next 5 years. We are implementing our \$2.6 million Energy Performance Contracting project improving our mechanical infrastructure. We offered universal free breakfast and lunch to all students K-12 saving families \$700 per child for the school year. The list goes on. But, the true heroes of this school year are our teachers and staff who turned our business model (teaching, transportation, meals, etc) upside down, practically overnight, to serve kids and families under extremely difficult circumstances. THANK YOU, THANK YOU, THANK YOU TO OUR COMMUNITY, STUDENTS, AND EMPLOYEES WHO PULLED TOGETHER THIS SCHOOL YEAR!

Tom Livezey,
Superintendent

Infographics



PPE

- Staff must wear face masks, except at meals
- Students, staff must wear face masks on bus
- Students, staff must wear face masks in hallways and common areas, except at meals
- Students in Grades 6-12 must wear masks in classrooms
- All students in Grades DK-5 must wear masks unless in class



HYGIENE/ SCREENING/ POSITIVE CASES

- Provide supplies to support healthy hygiene
- Teach, reinforce handwashing
- Cooperate with public health department for screening
- Cooperate with public health department for protocols



GATHERINGS

- Prohibit indoor assemblies



CLEANING

- Frequently touched surfaces
- Hands-on classrooms (libraries, art rooms) must be cleaned after every period
- Student desks must be wiped down after every period with different students, or if students switch classes in Grades 6-12
- Playground structures must undergo normal cleaning
- Safe use of cleaning products
- Staff must wear gloves, mask, and face shield while cleaning

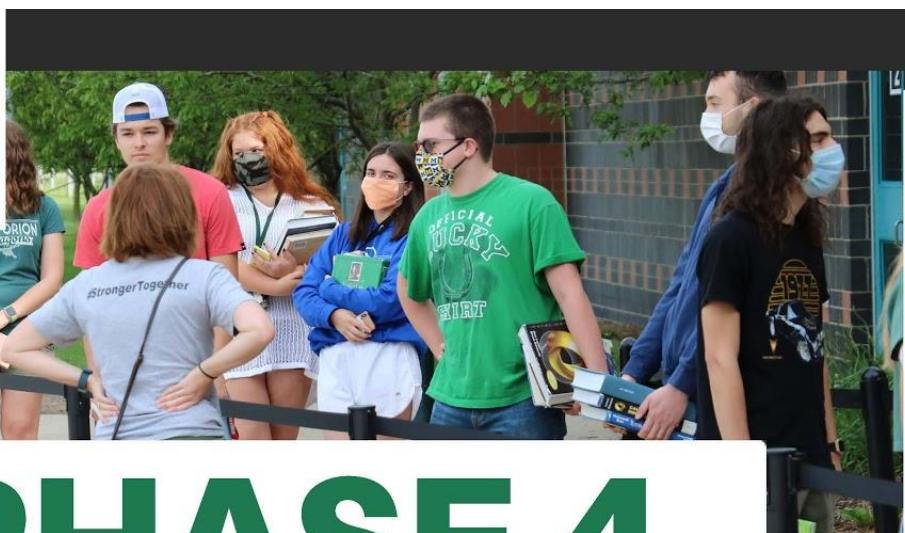


BUSING

- Require hand sanitizer
- Bus driver, staff, students in Grades preK-12 must wear mask
- Clean before and after every route
- Clean frequently touched surfaces
- Clean, sanitize, disinfect equipment
- Plan for getting students home if they are not cleared to ride
- Symptomatic students cannot ride bus
- Keep doors and windows open when cleaning



Lake
Orion
Community
Schools



PHASE 4

STATE HEALTH/SAFETY REQUIREMENTS FOR RETURN TO SCHOOL



ATHLETICS

- Comply with MHSAA, NFHS guidelines
- Students/teachers/staff must wash hands before and after every practice/game
- All equipment must be disinfected before and after use
- Wear masks on bus
- Spectators must wear masks, observe six feet social distancing
- Individual water bottles
- No handshakes/fist bumps
- No indoor weight rooms/training with shared equipment
- No large scale indoor spectator events
- Large scale outdoor events limited to 100 people

Preliminary Outline of Fall 2020 Plans



BPS 2020-21 Return to Learning Plans

In Birmingham Public Schools, just like other schools across our nation, we've learned new things each day, week and month during the COVID-19 global pandemic. With a lens on the fall, three committees are working to prepare for student learning, no matter the scenario with which we are faced for the first day of the 2020-21 school year.

Below is an overview of our plans to address student learning. BPS will follow our state's directive regarding the opening of schools and the health and safety guidelines to do so. Our plans must be flexible at this time as we await more direction from our state, with actionable goals that allow us to pivot while pointing us in a direction that ends with the best possible outcomes for all students within our district.

All leaders within BPS seek a return of safe in-person learning this fall. We remain optimistic that as further medical data is available, some of the social distancing and safety protocols may afford us greater flexibility. In the absence of such data, we must continue to consider building capacity, classroom space, furniture design and six-foot space between students.

While we must rely on field experts to guide us around these health matters and safely opening our schools, we can confidently develop plans for student learning. Dedicated teams will continue their work over the summer to prepare for student learning in 2020-21.

Our commitment

Our commitment remains to communicate our plans and changes to our staff and families as soon as we are able and to act diligently and with care for the students we serve.

Jump to ahead:

[Scenario 1 – Schools Open, following health guidelines and safety protocols](#)

[Scenario 2 – Intermittent Closures](#)

[Scenario 3 – Remote \(Virtual\) Learning](#)

[A note on hybrid schedules](#)

Scenario 1 – Schools Open, following health guidelines and safety protocols
In this scenario, the state has reached Phase 5 of [the Economic Reengagement Plan](#) and has allowed schools to reopen with strict guidelines in place. These guidelines currently include social distancing of six feet between individuals, the use of masks and PPE and temperature checks.

EMOTIONAL HEALTH

- *Crisis Response Team prepared for COVID-19 related trauma with appropriate social distancing.*
- *School Psychologists, Social Workers and School Counselors will reach out to students to provide support as needed. This team will also address any concerns they receive from parents, or teachers/staff.*
- *Staff will be prepared to assess and evaluate the mental health status of students and staff members utilizing questionnaires, surveys and/or direct outreach.*
- *An Emotional Health and Wellness Website is being created with resources to help parents, students and staff locate help at any time needed.*
- *Building liaisons will be assigned to each school to support mental health and wellness and promote resources for families, students and staff. This person will serve as a contact person to assist with any questions regarding the website and will support students, parents and staff with issues that might occur with the reopening of schools and the requirements instituted to keep everyone safe.*

INSTRUCTION

- *If building capacity will not allow for all students to return at once, hybrid models will be explored that consider consistent scheduling and multi-school families. Before and after care for younger children remain an area that must be explored, as social distancing and participant caps may be necessary to meet requirements.*
- *Instruction modifications made for students unable to attend in-person due to health concerns.*
- *With coordination between grade levels/courses, teachers will begin the year with current grade-level content, making use of pre-tests where indicated and just-in-time remediation for missing foundational skills.*
- *Implement fall assessment plan to determine student needs.*
- *Teachers will incorporate virtual platforms into their teaching and plan for teaching students how to access online programs to prepare should the school district move to intermittent closures or remote learning.*
- *Students will engage in traditional services, learning and grading practices.*

HEALTH AND SAFETY

- *Buildings are being audited to determine new classroom spaces that may accommodate students or small groups.*
- *Chartwells, our BPS food service provider, is prepared to serve students in flexible locations instead of cafeteria settings. Chartwells has already begun work and implemented best practices to ensure the safety of staff and students during distribution of meals.*
- *Bus routes would be modified to limit the number of students on the bus at one time. Route considerations are being made to allow for siblings to travel and sit together, filling buses with more students in safe ways.*
- *Custodial services will adjust to schedules that allow for deep-cleaning of classrooms and high-traffic areas on a regular basis. While cleaning was modified in January to address the spread prior to the closure, more intensified, systematic cleaning would take place upon a return.*
- *Temperature checks would take place prior to entry of a BPS facility. Body scanners have been purchased and are being tested over the summer months and may be utilized at entry points at each school. Students that have symptoms of illness would be quarantined to a designated room until picked up to return home. Procedures will be in place to accommodate staffing needs should staff members fall ill.*

Scenario 2 – Intermittent Closures

This assumes that schools have been allowed to reopen, but makes considerations for school closures, as determined by state and local health departments following a case or widespread outbreak of COVID-19 within a school or schools in our district. **The state and health department would determine whether or not we are closed, but we would determine how to continue learning in this scenario.**

EMOTIONAL HEALTH

- *Crisis Response Team prepared for COVID-19 related trauma through virtual resources, virtual platforms to conduct meetings and support sessions.*
- *Building liaisons will serve to facilitate team meetings and connect families to virtual support services and be prepared to enact practices to support students, families and staff upon a return.*
- *Emotional Health and Wellness team will work to provide Emotional supports for our students who may experience challenges with the shift from school back to a virtual environment. With referrals from our staff and parents, students who may be struggling will be identified and staff will work to connect with those students to provide additional supports.*
- *Professionals will ensure mental health and wellness practices remain a focus, even in virtual environments.*
- *Families will remain supported with resources for self and family care, with an eye on isolation, grief and anxiety.*
- *The Emotional Health and Wellness Website will be available to provide resources and materials to help parents, students and staff handle this shift and will identify additional help in all areas of Emotional Health and Wellbeing.*

INSTRUCTION

- *With coordination between grade levels/courses, teachers will begin the year with current grade-level content, making use of pre-tests where indicated and just-in-time remediation for missing foundational skills.*
- *Implement fall assessment plan to determine student needs.*
- *Teachers will incorporate virtual platforms into their teaching and plan for teaching students how to access online programs to prepare should the school district move to intermittent closures or remote learning.*
- *Students will move to remote (virtual) learning during periods of closure.*
- *Students will engage in traditional services and learning.*
- *Traditional grading practices with flexibility.*

HEALTH AND SAFETY

- *BPS will utilize cleaning teams to disinfect and provide deep cleaning within our buildings.*
- *Buses will be cleaned and maintained in preparation for service.*
- *Buildings will be quarantined once cleaned to prepare for a return.*

Scenario 3 – Remote (Virtual) Learning

While the state is moving toward Phase 5 of the Reengagement plan, the phases can move backwards as well. Should we not progress to Phase 5, or should state guidelines change that restrict in-person learning to a point where remote learning is necessary, BPS will be prepared to continue learning in an online capacity.

EMOTIONAL HEALTH

- *Crisis Response Team prepared for COVID-19 related trauma through virtual resources, virtual platforms to conduct meetings and support sessions.*
- *Building liaisons will serve to facilitate team meetings and connect families to virtual support services and will serve as a contact person to address issues, concerns, or questions regarding the Emotional Health and Wellness website and the resources and materials provided.*
- *Building teams will continue to use a referral system to identify students who may be struggling and provides supports in a virtual format.*
- *Professionals will ensure mental health and wellness practices remain a focus, even in virtual environments.*
- *Families will remain supported with resources for self and family care, with an eye on isolation, grief and anxiety. Continued notification of tools and resources will be spotlighted in principal communications that are sent out each week.*

INSTRUCTION

- *Based on information that we received from students, staff and parents, there will be changes to the remote learning structure implemented as an emergency measure on April 15, 2020. Those changes include, but are not limited to:*
 - *Synchronous and asynchronous learning.*
 - *Traditional grading practices with flexibility.*
 - *Increased consistency among grade-levels or departments.*
- *Students who receive interventions or other services will continue to receive support, modified for a virtual learning environment.*
- *All students will have access to devices, if needed.*
- *Consistent parent communication can be relied upon regarding expectations, procedures and ongoing contact.*

HEALTH AND SAFETY

- *Based on state funding allowances, Chartwells will distribute meals to students in need.*
- *Buildings will be cleaned and quarantined in preparation for a return.*

A note on hybrid schedules

The district is exploring a number of different hybrid models that would accommodate in-person learning and social distancing requirements. Hybrid models will only be utilized if in-person learning is not possible without smaller numbers of students in a building at one time, to comply with state requirements.

Education Reimagined Samples

[You can view the full version of the scenario document via Adobe.](#)

Education Reimagined Ready. Resilient. Responsive.

EDUCATION REIMAGINED SCHOOL SCENARIO CONSIDERATIONS

The 2020-21 school year brings new opportunities for the education community. Our overall goal is to ensure the well-being and safety of students, families and staff as we implement best practices with flexible options. Local school districts will work with their staff and families to determine the best scenarios for their communities. We are ready, we are resilient and we will be responsive to whatever lies ahead.

SCENARIO 1: FACE-TO-FACE



- Students meet in-person for instruction at school using guidance from the Return to Learn Task Force, Michigan Department of Education and CDC.
- Certified teachers deliver curriculum.
- Mental health and social-emotional supports are put in place for all students
- Implement universal safety measures and social distancing practices to keep students, families and staff safe, as needed.

SCENARIO 2: HYBRID



- A combination of virtual learning and/or face-to-face instruction is implemented.
- Certified teachers deliver curriculum.
- Mental health and social-emotional supports are put in place for all students
- Implement universal safety measures and social distancing practices to keep students, families and staff safe, as needed.

SCENARIO 3: DISTANCE LEARNING



- An improved distance learning environment is established and implemented, taking lessons learned and best practices from our "state of emergency" delivery in 2019-20.
- Certified teachers deliver curriculum.
- Mental health and social-emotional supports are put in place for all students

SCENARIO 4: INTERMITTENT VIRTUAL



- Students take breaks from face-to-face learning for short periods of time.
- Certified teachers deliver the curriculum.
- Mental health and social-emotional supports are in place for all students.
- Short periods of time may include: students who are sick, snow days, planning virtual calendar days while educators have professional development or engage in professional learning communities, etc.

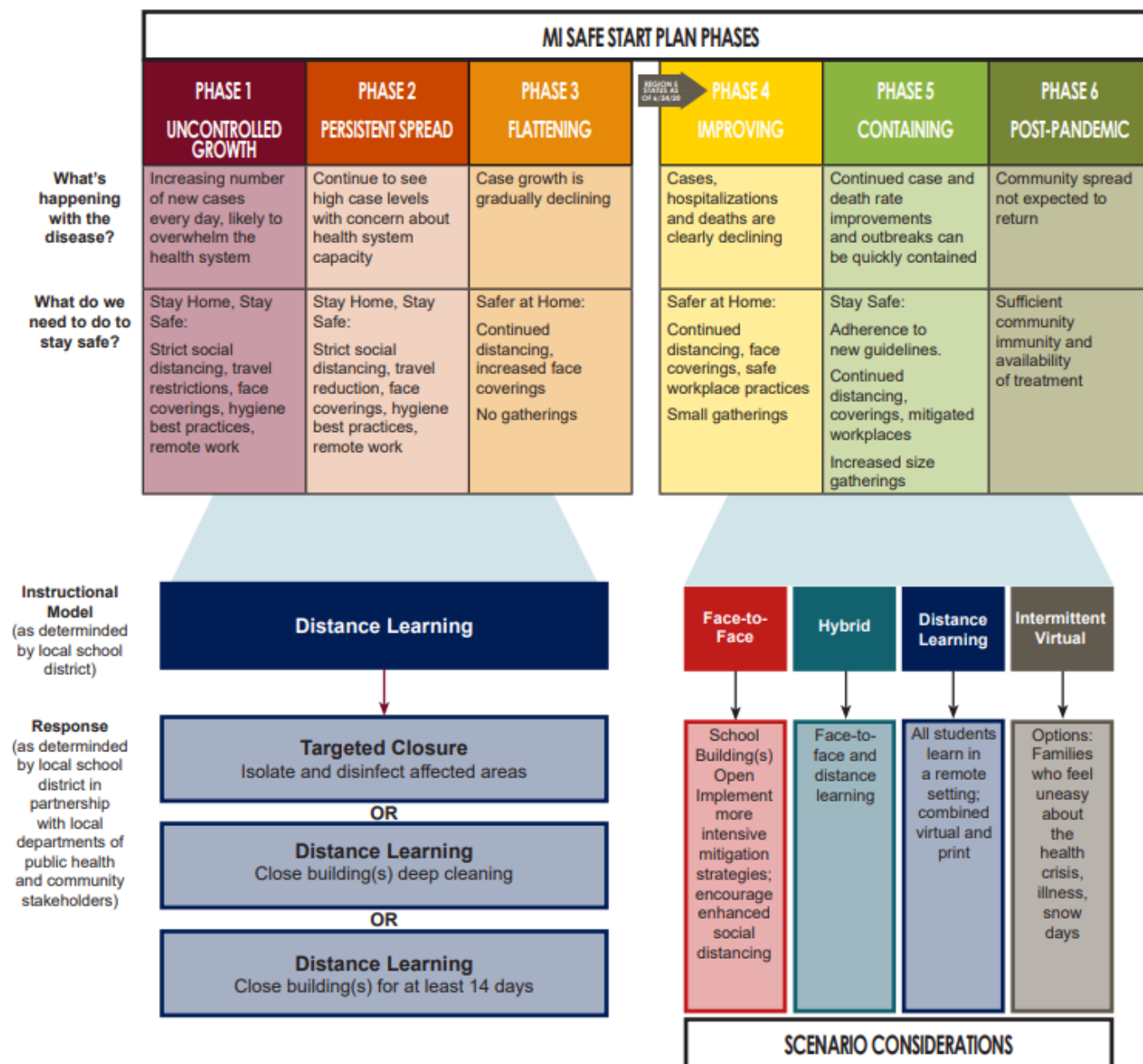
The Education Reimagined team will reflect on best practices and lessons learned to plan for the 2020-21 school year. More fully developed plans will be available at the end of July, beginning of August. Sub-teams working together from five intermediate school districts, Clinton, Eaton, Gratiot, Ingham and Shiawassee, have been created in specific areas of expertise to provide input on all four scenarios:

- | | | |
|---|---------------------|-----------------------|
| • Academics | • School Operations | • Technology and Data |
| • Community Engagement & Parent Connections | • School Personnel | • Whole Child |

For more information, visit www.inghamisd.org/educationreimagined.

SCENARIO CONSIDERATIONS BASED ON MI SAFE START PLAN PHASES

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Target Audience 3: Media and Community

Develop/use a communication plan to reach the media and community.

Research

- Confirm who your audiences are (community members, local media, regional media, online outlets).
- What do these audiences need to know?
- Discover the best method to reach each audience (news release, pitch note/letter, Twitter pitch, personal phone call, news conference).
- Determine what you plan to share with each audience and who will deliver the message (quotes from superintendent, curriculum director, building principal).

Planning

- Develop talking points/key messages - What do we want to reinforce as key points (e.g. we are working every day to improve)? (See below)
- Identify communication vehicles/platforms you can access to reach these audiences.
 - These may include: Frequently Asked Questions (FAQs), dedicated web pages, emails, videos, social media, news releases, pitch notes/letters, personal phone calls, news conferences.
 - Discover what vehicle(s)/platform(s) the audience prefers.
 - Use all that apply.
- Gather quotes that will be included in messaging (from local and state sources) and sample/template news releases.
- Develop a media list (local reporters who cover your district, regional educational reporters, online news outlets) to send news release/pitch note.
- Determine timing to distribute your news release/pitch note.
- Consider when MDE will be sharing information with statewide media outlets. Issue your messages at the same time to strengthen your efforts.

Implementation

- Draft news release/pitch note and include all quotes and information.
- Send news release/pitch note to media list.
- Follow-up with the media to make sure they received it and answer any questions.
- Share what you are sending to the media with your superintendent, staff and board, so they are aware in case community members question them.

Evaluation

- Measure the results of your efforts. Overall, how was your message received (positive, negative, neutral)?
- Media
 - How many media outlets covered it?
 - Number of media hits/impressions

- Community
 - Did you receive feedback from the community?
 - What was the tone?
- Evaluate or gather feedback from the community.
- How will you evaluate how information was received?

Focus Area	Sample Key Message(s) for Media and Community
Governance	<ul style="list-style-type: none"> • We have a Return to School Committee that has been meeting since the spring. The committee's purpose, vision, membership, timeline and additional resources can be found by visiting www._____. • Our committee is developing our Return to School Preparedness Plan for multiple scenarios. It will be board approved and posted on our website by August 15, 2020 or 7 days before the start of school. More information about each scenario can be found at www._____. • To help us produce our plan, we have surveyed staff, parents and students over the summer. We have also been working closely with our local health department to inform our health and safety protocols.
Operations	<ul style="list-style-type: none"> • There are many operational details to consider for our students and families to maintain a healthy and safe learning environment. • We are preparing situational plans for all phases of the MI Safe Start plan.
Facilities	<ul style="list-style-type: none"> • We are complying with required health and safety standards. • We are in close contact with our county health department officials. Together we have developed Return to School plans that comply with CDC guidelines, Executive Orders and county guidance.
Wellness	<ul style="list-style-type: none"> • As we plan for a return to school, we are working to protect the overall health of our community. • We are following guidance of our local health department to maintain best practices related to health and safety. • We are working with our local health department to offer healthy hygiene practices via (video/poster/etc.) for our students (optional). • Continue using these preventative practices: <ul style="list-style-type: none"> ○ Remain at home if you are sick and avoid close contact with people who are sick. Click here for more information. ○ Avoid touching your eyes, nose, and mouth with unwashed hands. ○ Wash your hands often with soap and water for at least 20 seconds. Use an alcohol-based hand sanitizer that contains at least 60% alcohol if soap and water are unavailable. ○ Cover cough or sneeze with a tissue or sleeve. ○ Routinely clean frequently touched surfaces.

	<ul style="list-style-type: none"> ○ Practice physical distancing (stay at least 6 feet or about 2 arms' length) from other people who are not from your household in both indoor and outdoor spaces. ○ Wear cloth face coverings in public settings and when around people who don't live in your household, especially when other social distancing measures are difficult to maintain. (Cloth face coverings should NOT be worn by children under the age of 2 or anyone who has trouble breathing, is unconscious, incapacitated, or otherwise unable to remove the mask without assistance.)
Instruction and Technology	<ul style="list-style-type: none"> ● Our Return to School plan will be centered on students and meet local needs. ● Our plan will include all students regardless of age, location, background, or available resources. ● We recognize that families may have concerns about sending their children to school. Our district is working to develop a number of instructional options to help families feel comfortable while their students continue to receive a rigorous education. For more information about these options, please contact_____.
Other	<ul style="list-style-type: none"> ● We will be well prepared and ready to serve our community regardless of the state's reopening phase. ● We are relying on the Michigan High School Athletics Association (MHSAA) for sports guidance. ● We are also considering other activities that involve spectators or audiences such as plays or performances. ● As our Return to School plans develop, we will share them with you. ● Be prepared for media questions like these: <ul style="list-style-type: none"> ○ What's your overall reaction to the MI Safe Schools: Michigan's 2020-21 Return to School Roadmap? ○ Is the goal of getting every child into a classroom, every day, doable in your district? ○ What parts of the plan seem most difficult? ○ Is there anything you had hoped to see in the plan that was not included? ○ Given the current budget uncertainty, are you able to implement the protocols regarding PPE and other measures? ○ What are your district's online offerings for students who can't or don't want to be in a classroom? ○ Where does funding come from to cover personal protection equipment and cleaning supplies? ○ What about children who have medically fragile parents at home? Would they be eligible to participate in online learning options? ○ How are you planning to implement social distancing on school buses? ○ How are you dealing with teachers opting to retire rather than go back to work? How will this impact the substitute shortage?

	<ul style="list-style-type: none">○ I notice that your building is being remodeled. How does the district have money for renovations, but not for extra staff members or more classrooms to accommodate social distancing?
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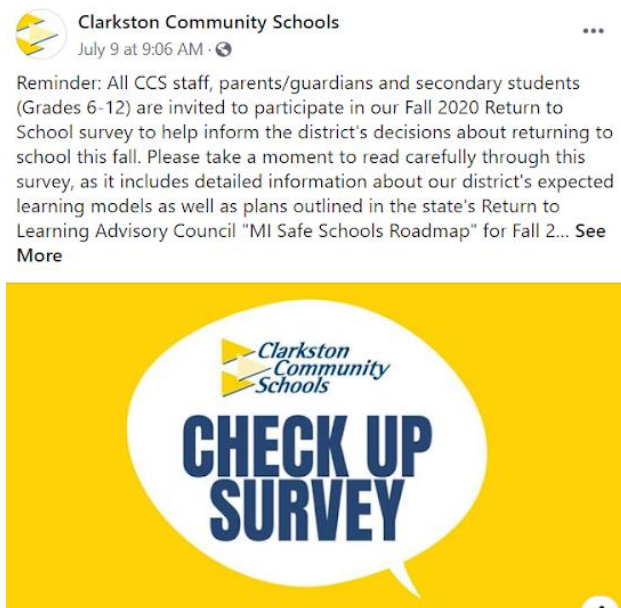
Samples: Media and Community

Included below or linked as part of this Toolkit:

- Social Media Post – Facebook Live Townhall (Saline Area Schools)
- Social Media Post – New Office Hours (Otsego Public Schools)
- Social Media Post – Staff, Family, and Student Survey (Clarkston Community Schools)

**Sample news releases and other media templates will be available in Sections II and III of the Toolkit.*

Sample Social Media Posts



Additional Resources

MI Safe Start Plan

- [At a Glance Phases](#) (Berrien RESA)

MI Safe Schools: Michigan's 2020-21 Return to School Roadmap

- Resources from Governor Whitmer's Office
 - [Overview](#)
 - [Talking Points and Q&A](#)
- Michigan Department of Education
 - [Education Information and Resources](#)
- Michigan Department of Health and Human Services
 - [Communication Resources](#)
- Work Plan (Ingham ISD)
 - [Phases 1-3](#)
 - [Phase 4](#)
 - [Phase 5](#)
- Family Phase Communication Tool: *Aligned with the MI Safe Schools Roadmaps and available as editable files.*
 - [Phases 1-3 Requirements Only](#)
 - [Phases 1-3 - Requirements and Recommendations](#)
 - [Phase 4 - Requirements Only](#)
 - [Phase 4 - Requirements and Recommendations](#)
 - [Phase 5 - Recommendations - No Requirements in Phase 5](#)
- [Side-by-Side Comparison of Phases 1-3](#) (Allegan AESA)

Return to School Communication Toolkit

Section I of III: Do First - published July 15, 2020

Section II of III: Do Before Schools Open - anticipated to be released at the end of July

Section III of III: Do When Schools are Open and Operating - anticipated to be released in early August

For more information about school communication, please visit www.mspra.org.