

Ms. Perla Tabares Hantman, Chair

SUBJECT: COMMUNICATIONS PLAN

COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS

LINK TO STRATEGIC

BLUEPRINT: EFFECTIVE AND SUSTAINABLE BUSINESS PRACTICES

During the Special Board Meeting of July 1, 2020, the School Board approved the School Reopening Plan for 2020-2021 in Response to the COVID-19 Emergency. As we all know, these are challenging times with constantly changing forecasts that ignite spirited discussions and require us to make critical public policy decisions affecting our students' education and community.

As the only body elected by the citizens of Miami-Dade County to represent them on issues related to educational programs and the operation of schools, today more than ever, our community looks for leadership and guidance from the School Board. Parents, employees, union members, stakeholders, and the community at large need the School Board to have an effective communications plan that speaks with a unified voice.

In order to further understand the needs of the community we serve, as well as to enhance and support the School Board's communications plan, it is of utmost importance that School Board members have complete and timely access to skilled and professional communication support. Ensuring effective communication with the community we represent is essential and vital to the School Board, especially during times of great uncertainty.

This Board item seeks to direct the Superintendent of Schools to develop and recommend a communications plan, inclusive of a status update on the open position of a communications professional to be assigned to the Board, in order to enhance and facilitate the School Board's communication efforts with parents, students, employees, union members, stakeholders, and the community at large.

This item does not appear in the regular published agenda. There is good cause to vary from the published agenda due to the COVID-19 emergency health and the impending opening of schools.

This item has been reviewed and approved by the School Board Attorney's Office as to form and legal sufficiency.

**Good Cause
H-3**

**ACTION PROPOSED BY CHAIR
MS. PERLA TABARES HANTMAN:**

That The School Board of Miami-Dade County, Florida, direct the Superintendent of Schools to develop and recommend a communications plan, inclusive of a status update on the open position of a communications professional to be assigned to the Board, in order to enhance and facilitate the School Board's communication efforts with parents, students, employees, union members, stakeholders, and the community at large and report back to the Board at the Fiscal Accountability and Government Relations Committee Meeting of September 2, 2020.