

What is a Key Communicator Network?

Key Communicators are people who are active in the community. They have many connections in the community, speak often to various people in the community who are trusted and widely regarded for their leadership and input. Key Communicators might be local business owners, retirees, parents, or community members. They are sincere dedicated people who want to be involved and care about our schools.

Key Communicators gather information from the community at-large regarding their perceptions, questions and/or opinions about the Granite Falls Schools. Equally important, they spread information back to the community creating a partnership with the schools. Key Communicators use their own networks to contact people quickly when information needs to be shared. They become the “trusted friend”, sharing important district information. Because of that, the Key Communicators are constantly advised by school officials of issues concerning the schools so they can be in-the-know about the plans and progress of the schools. Being in possession of the facts helps the Key Communicator maintain credibility in the community. As the eyes and ears of the school district in the community, the Key Communicators also serve as unofficial spokespersons for the district, possessing correct, up-to-date information about the activities of the school district.

Why do we need a Key Communicator Network?

The Key Communicator concept is a proven public relations tool in use by many school districts across the country. Improved communication with the public is likely to lead to better education at the school because the community will be more informed, which should lead to more involvement and support for students. Improved communication should also increase the level of trust our community has in the Granite Falls School District. Public relations research supports the fact that the most effective and efficient communication is accomplished on a personal level.

How do Key Communicators receive information from the District?

Key Communicators will receive honest, objective, consistent information from the District. The Granite Falls School District will communicate the good news – and will report the bad news. These reports will occur during regular meetings with Key Communicators, in one-on-one conversations with District Office staff, and through regular electronic communications. Key Communicators are encouraged to contact Granite Falls School District officials at any time with questions, comments or concerns.

When do Key Communicators meet with the District?

Being a part of the Key Communicator Network does not take an inordinate amount of time. The Key Communicator Network will meet 5-6 times a year.

Key Communicators meet informally with the Superintendent and Administrative Directors to discuss matters affecting the educational programs or procedures in the schools. The Key Communicators then share their gained knowledge of the school district with people within the community with whom they interact. Key Communicators also inform school officials of rumors about the schools; this allows the district to share information that may clarify or correct the rumor.