The Museum School’s Communication Plan:
A Focus on Meaningful, Purposeful, and Efficient Communication

• All general announcements will be communicated through scheduled school and class newsletters. It is imperative that the school newsletter be reviewed thoroughly and in its entirety as it will be the parents’ and students’ primary source of information.

• Specific updates and reminders will be available through school and class websites, Facebook pages, Twitter accounts, and/or blogs. This gives parents the option for additional communication without overloading email inboxes. In most cases, parents can also opt in to or out of various forms of communication. See your child’s teacher for more details.

• All electronic links for sign-ups and invitations will be embedded in school and class newsletters and not communicated to parents separately. This includes links and messages from Museum School staff members, PTO representatives, Room Parents, etc.

Scheduled Museum School Communication

The Museum School’s Weekly Newsletter
• Serves as the school’s PRIMARY form of communication
• Sent via email on Sunday afternoons
• Includes school wide announcements and updates from the TMS Board, PTO, Connect, and TMS staff
• Sign up to receive the newsletter by emailing chris.cook@themuseumschool.org

K-5 Classroom Teacher’s Weekly Newsletters/Weekly Updates and 6-8 Semimonthly Newsletters
• Serve as the teacher’s primary form of communication
• Includes class announcements and news
• Sign up to receive the newsletter with your child’s teacher

Monthly/Bi-Monthly Community-Wide E-blasts
• Serve as the primary form of communication to the surrounding communities
• Includes school wide news and updates
• Sign up to receive the newsletter by emailing chris.cook@themuseumschool.org and referencing “community eblast.”
**Emergency Announcements**

- **Text:** Sign up to receive text alerts from the Principal in case of emergencies
  [https://www.remind.com/join/tmsparents](https://www.remind.com/join/tmsparents)
  
- **Email:** Be sure you are on the school’s distribution list (currently receiving Sunday Newsletters)

**Stay up-to-date with school-wide reminders**

- Facebook: “Like” The Museum School of Avondale Estates and TMS PTO
  
  - Twitter: Follow @themuseumschool, @principalKK

**Stay up-to-date with classroom reminders**

Ask your child’s teacher about their presence on the following:

- Google Classroom
  - Facebook
  - Twitter
  - Websites
  - Blogs
  - Class Dojo