



# Keeping our community in the loop

A Little Help with Community Conversations | For district leaders and communication teams

## A few words to help the conversation along.

You care about keeping families informed, even when the details are still coming together. These examples offer a few words to borrow for those moments when you want to share what you know, listen to questions, and keep the conversation going.

### **BORROW WHAT SOUNDS LIKE YOUR DISTRICT**

Take a phrase, borrow a whole example, or make it your own. Add your local details in place of the brackets and use your familiar review process. There is no need to use every page; a short, thoughtful note may be all you need.

### **Pages 2-3 | When plans are still coming together**

Sample updates for a delayed project and a possible change, with shorter replies you can borrow.

### **Page 4 | A little help with a reply**

Words for checking an answer, revisiting a question, or putting an earlier detail right.

### **Page 5 | An answer people can find again**

An example question-and-answer entry that can be updated as facts change.

### **Page 6 | A little space for your own thoughts**

Optional prompts to gather what you know, what families need, and when you can reconnect.

These original examples sit alongside your district's usual communication practices. Urgent incidents, private matters, and required notices still follow your established procedures.



# When a project is running late

Fictional example | A library refresh with a delayed furniture delivery

## A FAMILIAR CHANGE OF PLAN

The library furniture will not arrive on the expected date. The opening date is being reviewed. A temporary arrangement is confirmed, but a new delivery date is not.

## A NOTE TO FAMILIES

### An update on the library refresh

We have been looking forward to welcoming students into the refreshed library, and we know many families have too. The furniture expected this week has been delayed, so we do not have a reopening date to share just yet.

Library borrowing will continue through the classroom delivery arrangement already shared by the school. The project team is checking the supplier's revised timeline and the time needed for setup.

We will post another update on Friday at [district update page], even if the delivery date is still unconfirmed. If you have a question about borrowing, [school contact route] can help. Thank you for bearing with us; we want to keep you in the loop.

## A shorter reply to a comment

"Thanks for checking in. We are still waiting for a confirmed delivery date, so we cannot share a reopening date yet. Students can continue borrowing through classroom delivery. We will add another update at [link] on Friday."

## DETAILS TO MAKE YOUR OWN

Share the arrangements families can rely on today and a date when you can check back in. If you are still finding out what caused the delay, it is fine to say that.



# When a change is being considered

Fictional example | A possible change to elementary start times

## AN INVITATION TO SHARE A PERSPECTIVE

### Elementary start-time proposal: what is being considered

We are reviewing a proposal to move elementary start times 15 minutes later next school year. No change has been approved. The review includes transportation timing, family schedules, and before-school care.

We know even a small time change can affect a family's day. A summary of the proposal and the questions still being reviewed is available at [link]. We would like to hear what this could mean for your household. You can share your thoughts through [approved feedback route] by [date]. For personal circumstances, [private contact route] offers a way to connect privately.

Staff will summarize the feedback and findings for [decision-making body / role]. The next update is planned for [date] at [link]. Any decision and implementation details will be shared through our usual district channels.

## A shorter reply to a comment

"We know this could affect your family's plans. No change has been approved, and we are still gathering perspectives. You can read the proposal and share your thoughts at [link]. We plan to check back in with an update on [date]."

## HELPING PEOPLE SEE WHERE THEIR INPUT FITS

It may help to share which parts are still being discussed, who will make the decision, and how families' input will be used. If something is already settled, a clear explanation can help. Offer a route your team can review; feedback is not necessarily a vote.



# When you need a little more time

Short replies to borrow | Make the wording and details your own

## WHEN YOU ARE STILL CHECKING

“Thanks for asking about [specific question]. I would like to give you an accurate answer, and I am still checking the details. [Role / team] is checking [specific point], and we will share an update by [date] at [location]. If you need help with [immediate practical issue], please contact [appropriate route].”

## WHEN PEOPLE WOULD WELCOME ANOTHER UPDATE

“We understand that [specific concern] is still on people’s minds. The latest confirmed information is [brief answer]. [Specific issue] remains under review. We have added this question to [update page] so the current answer is easier to find. The next update is [date].”

## WHEN WE NEED TO PUT A DETAIL RIGHT

“We need to correct a detail in our [date] update about [topic]. We previously shared [incorrect detail]; the verified information is [verified detail]. This means [practical effect, if any]. We have corrected the original update and noted the change. We are sorry for the confusion.”

## WHEN A PRIVATE CONVERSATION WOULD HELP

“We would like to connect you with someone who can help. For your individual situation, please reach us through [approved private contact route] so we can follow up privately. We cannot discuss individual details here, but the general process is at [link].”

## A little reassurance can help

You can acknowledge that a question matters while still checking the answer. For a correction, a simple apology and the verified detail can keep the message clear and human.



# An answer people can find again

Fictional example | A reusable question-and-answer entry for a district update page

## QUESTION

When will the refreshed library reopen?

## HERE IS WHAT WE KNOW | THURSDAY, 2 P.M.

We do not yet have a confirmed reopening date. The furniture delivery is delayed. Classroom book delivery will continue under the current arrangement until a new update is shared.

## WHAT WE ARE FINDING OUT

The project team is confirming the delivery date and the setup time needed after arrival. We will share a reopening date once those details are confirmed.

## IF YOU HAVE A QUESTION

For book-borrowing questions, contact [school contact route]. General project questions can be sent to [monitored route]. For a question about your child, the school contact route lets us follow up privately.

## WHEN WE WILL CHECK BACK IN

Friday by 3 p.m. at this same page. If the timeline is still unconfirmed, we will say what remains open and when we expect to check again.

## A small internal note can help

Your existing notes can hold the source and the colleagues checking and sharing the update. Keeping the main page current gives everyone an easy place to point to when the question comes up again.

This format supports routine updates; it does not replace any required notification or records process.



# A little space to make it yours

Optional notes | Use alongside your existing internal records

## What would our families like to know?

A question you have heard, or something that may affect a family's day.

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## What can we share with confidence today?

A checked detail, its source and date, or an arrangement families can rely on.

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## What are we still finding out?

What is being considered, what has been decided, and who can help with the next answer.

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## How would we like to hear from people?

A route we can respond to, how input can help, and a private option for individual questions.

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## When can we check back in?

A date and place we can commit to, and who will share it. It is okay if some answers are still open.

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## A final read, if helpful

Would this help a family understand what happens next? A quick check of the details, links, and update date can help before your usual review. Keep the words that sound like your community, and leave out what you do not need.