# DISTRICT COMMUNICATION PLAN 2026-2027

**WEST MIFFLIN AREA SCHOOL DISTRICT**
**81 Commonwealth Avenue**
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*This document was updated for the 2026-2027 academic year*

**This communications plan outlines the district's goals and strategies for the school year and is reviewed annually to strengthen communication and adapt to changing needs.**

# Mission Statement

## Mission Statement

Creating a thriving culture for student  growth and success.

# Communication Channels

The West Mifflin Area School District uses a variety of communication tools to ensure timely, accurate, and accessible information reaches students, families, staff, and community members. These tools support public engagement, academic communication, internal collaboration, and emergency notifications.

| Category | Purpose | Communication Channels |
|---|---|---|
| **Community Engagement & Public Information** | Share district news, achievements, events, and information with the community. | District Website, Facebook, X, TikTok, YouTube, Marquee, School Board Meetings/Minutes, MailChimp |
| **Student & Family Information** | Provide families and students with academic information, classroom resources, school updates, and activity-specific communications. | PowerSchool, Schoology, Bright Arrow/Instant Connect, Remind, Band App, Discord, District Website |
| **Internal Communications & Collaboration** | Support communication, collaboration, and operational efficiency among employees. | Employee Email, Microsoft Teams |
| **Safety & Emergency Communications** | Facilitate emergency notifications, crisis response, and safety-related communications. | Bright Arrow/Instant Connect, Raptor Alert, District Website, Facebook, Marquee |

## BAND APP

Platform Type: Group Communication Application
Primary Audience: Students, Families, Activity Participants

Designated Use: Band App is used by extracurricular programs and activity groups to communicate with students and families. The platform supports group messaging, file sharing, event coordination, and program-specific calendars.

## BRIGHT ARROW / INSTANT CONNECT

Platform Type: Mass Notification System
Primary Audience: Families, Students, Staff

Designated Use: Bright Arrow/Instant Connect is the district's primary notification system for communicating with families and staff through phone calls, text messages, emails, and mobile notifications. The platform is used for routine announcements, attendance notifications, school closures, delays, and emergency communications.

## DISCORD

Platform Type: Group Communication Application
Primary Audience: Students, Advisors

Designated Use: Discord is utilized by the district's esports program for team communication, event coordination, announcements, and collaboration among student participants and advisors. Note: Discord is for eSports use only at this time.

## DISTRICT WEBSITE

Platform Type: Website
Primary Audience: Community, Families, Students, Staff

Designated Use: The district website serves as the primary source of district information and provides access to news, calendars, programs, policies, board information, forms, and resources. Website performance is reviewed regularly to ensure information remains accurate, accessible, and relevant.

## FACEBOOK

Platform Type: Social Media Platform
Primary Audience: Community, Families, Students, Staff

Designated Use: Facebook is used to share district news, student and staff accomplishments, event information, emergency updates, and other timely announcements. The platform helps strengthen community awareness and engagement.

## MAILCHIMP

Platform Type: Email Communication Platform
Primary Audience: Community, Families, Staff

Designated Use: MailChimp is used to distribute newsletters, district updates, and targeted communications through email. The platform also provides analytics to help evaluate communication effectiveness.

## MARQUEE

Platform Type: Digital Signage System
Primary Audience: Community, Families, Visitors

Designated Use: The district's digital marquee is used to promote events, recognize achievements, communicate important reminders, and increase visibility of district activities.

## MICROSOFT OUTLOOK

Platform Type: Communication System
Primary Audience: Staff

Designated Use: District-issued email accounts provide official communication channels for employees. Email supports daily operations, collaboration, documentation, and communication with students, families, and community members.

## MICROSOFT TEAMS

Platform Type: Collaboration Application
Primary Audience: Staff

Designated Use: Microsoft Teams supports internal communication and collaboration through chat, file sharing, virtual meetings, and project coordination among district employees.

## POWERSCHOOL

Platform Type: Student Information System (SIS)
Primary Audience: Families, Students, Staff

Designated Use: PowerSchool provides access to student grades, attendance, schedules, demographic information, and other academic records. It serves as the district's official student information system.

## RAPTOR ALERT

Platform Type: Emergency Communication and Safety System
Primary Audience: Staff, Emergency Responders

Designated Use: Raptor Alert provides emergency communication capabilities between district staff, administrators, and first responders. The system supports rapid notification, situational awareness, and coordinated responses during safety incidents.

## REMIND

Platform Type: Messaging Application
Primary Audience: Students, Families, Staff

Designated Use: Remind allows teachers, coaches, advisors, and administrators to communicate directly with students and families regarding assignments, activities, schedules, reminders, and other school-related information.

## SCHOOL BOARD MEETINGS AND MINUTES

Platform Type: Public Information Resource
Primary Audience: Community, Families, Staff

Designated Use: School board meetings and official meeting minutes provide transparency regarding district governance, decisions, policies, and financial matters. Official minutes are available through the district website.

## SCHOOLOGY

Platform Type: Learning Management System (LMS)
Primary Audience: Students, Families, Staff

Designated Use: Schoology provides access to classroom assignments, instructional materials, assessments, grades, and teacher communications. It serves as the district's primary digital learning platform.

## TIKTOK

Platform Type: Social Media Platform
Primary Audience: Students, Families, Community

Designated Use: TikTok is used to share short-form video content highlighting student experiences, school programs, achievements, and district culture through engaging visual storytelling.

## X

Platform Type: Social Media Platform
Primary Audience: Community, Families, Media

Designated Use: X is used to provide timely updates, event information, emergency notifications, and district news. The platform also serves as a tool for sharing information with local media and community partners.

## YOUTUBE

Platform Type: Video Sharing Website
Primary Audience: Community, Families, Students, Staff

Designated Use: The district's YouTube channel serves as a repository for videos including TitanTV, event coverage, livestreams, student features, educational content, and district communications.

# Channel Request Procedure

In accordance with Board Policy 816, all official district-owned social media accounts, including those representing schools, departments, clubs, teams, and organizations, must receive Board approval before they are created or launched. Approved accounts must display the official West Mifflin Area School District name and approved logo.

District-owned social media accounts are established as a nonpublic forum, and public commenting and posting should be disabled whenever the platform allows. All accounts must comply with applicable district policies.

## Request Process

### SUBMIT REQUEST

The staff member, advisor, coach, department representative, or building representative submits a request to the appropriate building principal or district administrator before creating or launching a new communication channel.

### ADMINISTRATIVE REVIEW

- The building principal or district administrator will review to determine:
- Whether the communication need can be met through existing district-approved communication channels.
- Whether the proposed platform supports the educational, operational, or extracurricular purpose of the program.
- Whether the platform aligns with district communication goals.
- Whether the platform is appropriate for the intended audience.
- Whether the platform meets district expectations for security, privacy, accessibility, and branding.

**Whenever possible, existing district communication tools should be utilized before introducing additional platforms.**

## NOTIFICATION AND DOCUMENTATION

Once approved, the new communication channel is reported to Marketing and Communications staff.

Marketing and Communications will:

· Add the channel to the district's official communications inventory.
· Document the responsible staff member or administrator.
· Provide branding guidance when necessary.
· Update district communication documentation as appropriate.

## District Expectations

Approved communication channels must:

- Serve a clearly defined communication purpose.
- Follow district branding standards, including logos, profile images, icons, and naming conventions.
- Comply with district technology, privacy, and accessibility requirements.
- Be monitored and maintained by the designated staff member or department.
- Be reviewed periodically to ensure continued effectiveness and relevance.

The district encourages the use of existing approved communication tools whenever possible. New communication channels should only be established when they serve a distinct purpose that cannot be effectively achieved through currently available district communication platforms. Any unapproved platform or commuicatin tool will not be officially recognized by the District.

# Strategic Communications

The goals outlined in this Communications Guide are designed to strengthen trust, engagement, and understanding among families, staff, students, community members, and other vested partners. Through consistent communication, strategic storytelling, and strong branding, the district can highlight success, support engagement, and reinforce confidence in public education.

## Storytelling and Community Engagement

Objective
Increase awareness of student achievement, classroom learning, staff excellence, and district programs through consistent storytelling.

Actions

- Develop and maintain a district storytelling calendar.
- Publish regular student, staff, and program spotlight stories.
- Increase classroom and hands-on learning coverage.
- Highlight career readiness experiences across all grade levels.
- Encourage administrators and staff to submit story ideas, photos, and event information.

Success Measures

- Above 5-7% engagement rate on district social media platforms.
- Minimum of two of original stories published each month during academic year.
    - Increase participation from buildings and departments in story submissions.

## Accessibility and ADA Compliance

Objective
Ensure district communications are accessible to individuals with disabilities and comply with federal accessibility standards and deadlines.

Actions
- Develop ADA communication guidelines.
- Provide accessibility training and resources.
- Review district produced websites, documents, videos, and graphics for compliance.
- Encourage use of accessible templates and approved tools.
- Provide guidance to booster groups, PTAs, and affiliated organizations.

Success Measures
- Reduction in accessibility issues identified during reviews.
- Increased use of accessible communication practices.
- Completion of ADA training by staff and affiliated organizations.
- Compliance with applicable federal accessibility requirements by April 2028 deadline.

## District Branding and Identity

Objective
Strengthen recognition and trust through consistent use of district branding.

Actions
- Maintain official logo, mascot, typography, and color standards.
- Publish and update district branding guidelines.
- Review district-produced materials for brand consistency.
- Provide approved branding resources to staff and affiliated groups.

Success Measures
- Increased consistency across district materials with proper use of logos and branding elements.
- Reduced creation of unapproved, unofficial branding.
- Improved visual recognition of district communications.

## Event Promotion and Coverage

Objective

Increase visibility of district programs, events, and accomplishments through timely, accurate, accessible, and engaging communications.

Actions

- Encourage advance notification of events to support planning and coverage.
- Improve accuracy and completeness of district calendar entries, including event times, locations, and updates.
- Increase photography and media coverage of district activities.
- Expand student participation in event coverage.
- Ensure promotional materials, event announcements, and performance communications follow ADA accessibility guidelines.

Success Measures

- Increased event attendance.
- Increased event-related engagement on district communication channels.
- More district events receiving communications coverage.
- Greater representation of all schools, departments, and student groups.
- Improved accuracy and consistency of district calendar information.
- Increased use of accessible communication practices in event promotion materials.

# Accessibility and ADA Compliance

The West Mifflin Area School District is committed to providing accessible communications for all individuals. Federal accessibility requirements under the Americans with Disabilities Act (ADA) are scheduled to take effect in April 2028 and apply to digital content published by public entities.

These standards affect websites, social media, videos, digital documents, event promotions, and other online communications. They also apply to district-affiliated organizations, including booster groups, parent organizations, clubs, and athletic programs that represent or promote the district.

**Materials relating to this section will be developed over the summer of 2026**

ADA CONTINUES

# Style Guide

Consistent use of the district logo helps build recognition, trust, and a unified identity across all schools. By following established branding standards, the district presents a professional and cohesive image that strengthens communication with students, families, staff, and the community.

## LOGO USAGE GUIDELINES

Do Not:

- Change logo colors
- Add outlines, glows, shadows, or other visual effects
- Rearrange logo elements
- Crop, clip, or alter any portion of the logo
- Place the logo inside unapproved shapes or containers
- Stretch, compress, rotate, or skew the logo

## SIZING & LEGIBILITY

Always maintain the logo's original proportions and appearance.

The logo must remain clear, readable, and recognizable at all sizes. Do not reduce the logo to a size where details become difficult to distinguish.

Logo placement must maintain sufficient contrast between the logo and its background to support readability and accessibility.

## District Preferred Fonts

The district's preferred fonts help create a consistent and professional visual identity across all communications. Using approved fonts ensures materials are easy to read, recognizable as district publications, and aligned with established branding standards.

All district-approved fonts are Google Fonts and are freely available for download and use by staff.

**How to use: tinyurl.com/how-to-use-gf**

### Arvo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The quick brown fox jumps over the lazy dog.
**The quick brown fox jumps over the lazy dog.**

Download: tinyurl.com/WMASD-Arvo

### Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The quick brown fox jumps over the lazy dog.
**The quick brown fox jumps over the lazy dog.**

Download: tinyurl.com/WMASD-OpenSans

# District Color Guide

Standard colors help create a consistent and recognizable visual identity across all district communications, publications, and promotional materials. Using approved colors strengthens brand recognition, reinforces school pride, and ensures a cohesive appearance regardless of the platform or audience.

## PRIMARY DISTRICT COLORS

These are the core colors of the district's brand and should be used most prominently in logos, major design elements, and official communications.

### Titan Blue

C: 99 R: 2 HEX #02539b
M: 76 G: 83
Y: 8 B: 155
K: 0

### Titan Gold

C: 99 R: 2 HEX #FFC628
M: 76 G: 83
Y: 8 B: 155
K: 0

## SECONDARY DISTRICT COLORS

These are complementary accent colors that provide flexibility and visual interest while supporting, rather than replacing, the primary color palette.

### Victory Blue

C: 100 M: 98 Y: 28 K: 44
R: 25 G: 22 B: 77
HEX: 19164D

### Foundry Grey

C: 64 M: 55 Y: 20 K: 0
R: 88 G: 89 B: 92
HEX: 58595C

### Heritage Blue

C: 99 M: 86 Y: 26 K: 10
R: 34 G: 63 B: 119
HEX: 223F77

### Black

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

## TITANS WORDMARK

The wordmark is intended for athletic, spirit, and apparel applications and should not be used as the primary identifier for official district communications, publications, or administrative materials.

TITANS

TITANS

## OTHER APPROVED DISTRICT LOGOS

These approved alternate marks provide a more casual and spirited representation of the district and may be used on apparel, promotional items, event materials, and spirit wear. While officially approved, these marks are not intended to serve as the primary identity for formal district communications, publications, or administrative documents.

# T THE TITAN MASCOT

T the Titan is the official and only approved mascot and visual character representation of the West Mifflin Area School District. No other mascots, characters, titans, vikings, warriors, or similar figures may be used to represent the district without prior approval from district administration.

The scale, proportions, colors, facial features, and overall appearance of T the Titan must remain consistent with approved district artwork and may not be altered. Approved versions of T the Titan are available in a variety of poses and activities for district use.

## Custom Artwork and New Poses

New illustrations, poses, or situations involving T the Titan must be created using approved district artwork as the foundation. Any new rendering must maintain the established proportions, colors, facial features, uniform details, and overall visual style of the mascot. Custom versions may not introduce alternate uniforms, colors, equipment, mascots, or character traits that conflict with the approved district brand. Requests for new artwork or custom applications of T the Titan should be coordinated through the Office of Marketing and Communications.

## Legacy and Throwback Artwork

Approved historical or throwback versions of district logos and mascots may be used for special projects, commemorative items, alumni activities, or spirit wear when specifically approved. These marks should not replace current district branding and should be used in a manner that clearly distinguishes them from the district's official visual identity.

# Contact Information

## District Administration

81 Commonwealth Avenue / West Mifflin, PA 15122
Phone: 412-466-9131 / Fax: 412-466-9260
Superintendent: Mr. Jeffrey Soles (solesj@wmasd.org)
Assistant Superintendent: Dr. Jeffrey Solomon (solomonj@wmasd.org)
Director of Finance and Operations: Mr. Edward Wehrer (wehrere@wmasd.org)
Facilities Director: Mr. Mark Zidek (zidekm@wmasd.org)
Director of Pupil Services: Mrs. Noelle Haney (haneyn@wmasd.org)
Director of Special Education: Dr. Dayna Sikora (sikorad@wmasd.org)

## Clara Barton Elementary

764 Beverly Drive / West Mifflin, PA 15122
Phone: 412-466-9131
Principal: Mrs. Sharna Baker (bakers@wmasd.org)

## Homeville Elementary

4315 Eliza Street / West Mifflin, PA 15122
Phone: 412-466-9131
Principal: Ms. Heidi McCracken (mccrackenh@wmasd.org)

## West Mifflin Area Middle School

81 Commonwealth Avenue / West Mifflin, PA 15122
Principal (4-8): Dr. Hal Minford (minfordh@wmasd.org)
Assistant Principal: Mr. Mark Bonacci (bonaccim@wmasd.org)

## West Mifflin Area High School

91 Commonwealth Avenue / West Mifflin, PA 15122
Principal: Mr. Chad Licht (lichtc@wmasd.org)
Assistant Principal: Mr. Robert Campana (campanar@wmasd.org)

## Titan Cyber Academy (TCA)

81 Commonwealth Avenue / West Mifflin, PA 15122
Principal: Heidi McCracken (mccrackenh@wmasd.org)