



411 Sycamore Ave.,  
Mill Valley, California 94914

## Press Release

### Local Control and Accountability Plan: Goal 3 - Communications

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You may have noticed your [weekly newsletter](#) from the Mill Valley School District (MVSD) originating from a new sender! MVSD is excited to announce the appointment of Cyd Amaral to the position of Executive Assistant to the Cabinet and Communications Specialist. Cyd comes to us bringing experience from the Reed Union School District, the Tamalpais Union High School District, and Kentfield School District. Originally from Louisiana, Cyd was raised on military bases across the globe, finally falling in love with West Marin in 2010. Cyd is a proud parent of 4 children and 3 grandchildren.



When you see Cyd out and about snapping photos or visiting events, please introduce yourself and welcome Cyd into our community. Our former communication specialist, Anna Russell, remains with the district as the new Executive Assistant to the Superintendent and Board of Trustees.

Our [Local Control and Accountability Plan \(LCAP\)](#) is based upon 4 main goals, communication being one of them. MVSD values the importance of communications and parent/family engagement very highly, and the role of the Communications Specialist helps us to achieve this with our stakeholders.

The communication goal stated in the LCAP is to maintain positive student, staff, parent/guardian, and broader community support for our district and schools, and the desired outcomes are:

- Increase open rate of communications
- Increase student participation rate in extracurricular activity
- Increase parent attendance at various district and school committee meetings
- Decrease the suspension rate
- Maintain 0 expulsion rate.
- Decrease chronic absenteeism
- Maintain parent/family input and feedback while increasing specificity in the data.

We strive to ensure regular two-way, proactive, communication from district to home, school to home, and classroom to home, by sharing information regularly and transparently. This is accomplished by weekly communications using the platform ParentSquare, with the open rates of our messaging averaged 95%, which is almost double the national average of 49%.

Additionally, through ongoing messaging and communication, we strive for all families to be aware of support services available, and that students are engaged in school activities, programs, and other [school-provided services](#). We provide multiple opportunities for parents and guardians to participate in committees, meetings, and training around [Equity, Inclusion, and Diversity](#).

With these positive steps firmly in place, we look forward to building upon our successes and increasing our student, family, and community engagement even further. There are opportunities to attend site council meetings, join the Citizens' Bond Oversight Committee (CBOC), District English Learner Advisory Committee (DELAC), and Citizens' Financial Advisory Committee (CFAC). To get involved in any of these committees, or to follow the work being done specifically at your child's school, please visit our website page "[Ways to get involved](#)."