

STANDARD OPERATING PROCEDURE

	Version:	1.0
	Approval Date:	01/01/2026
	Review Date:	12/01/2026
Title:	Communication & Visibility Standards for AlphaBEST Leadership with District-Level Partners	

SOP Owner:	Department:	Applies To:
Regional Directors	Program Operations	Field Managers, Regional Directors

Purpose:

To ensure consistent, professional, and proactive communication and visibility between AlphaBEST leadership and the school and district-level leadership of the school systems we serve. Strong, positive district relationships are essential to program success, contract stability, and long-term partnership growth.

Scope:

This SOP applies to all AlphaBEST leadership roles—including Area Managers, District Managers, Regional Managers, and Regional Directors—who engage with school leaders and district-level contacts such as district liaisons, school administrators, and other external education stakeholders.

Key Behaviors:

- Build and maintain trust-based relationships
- Communicate proactively, not reactively
- Be visible, present, and engaged in the schools and districts we serve
- Deliver communication that is clear, timely, and solution-oriented
- Represent AlphaBEST with professionalism and consistency

Communication Standards with District-Level Leaders:

<u>Type of Communication</u>	<u>Action</u>	<u>Frequency</u>	<u>Responsible Role</u>
District Liaison Relationship Management (<i>main contact</i>)	Proactive check-ins, updates on program health (<i>enrollment, new hires, new features, big picture</i>), escalation of issues, and follow-up	Company expectation 2x a school year minimum (<i>more if requested by district contact</i>)	As assigned by Color Scheme Level (<i>GOLD, BLUE, GREEN, WHITE</i>)
School/Principal Meetings	Updates on site staff, student enrollment, incidents, program health, and highlights	Quarterly (<i>Sept-Nov, Jan-Mar, April-June</i>)	Field Manager
Monthly Newsletters	Send newsletters monthly to the school admin, and district contact	Monthly	Field Manager
Incident Reporting	Notify district partners of incidents involving safety, behavior, or staffing that may impact school perception	Within 1 hour of awareness	Field Manager (<i>Principal</i>), Regional Leader/District Manager (<i>District</i>)
Crisis Communication	Escalate and inform district contacts of emergencies (<i>facility closures, staffing shortages, missing children, etc.</i>)	Immediate	Regional Leader

Visibility Expectations with District Partners:

<u>Visibility Type</u>	<u>Expectation</u>	<u>Responsible Role</u>
Presence at District Events	Attend district meetings and school board meetings, and partnership activities as invited or appropriate	Field Manager (<i>Primary</i>), Regional Leader (<i>Support</i>)
Presence at Schools	Site visits to each site: twice/month (<i>AM</i>), quarterly (<i>DM</i>), attend program events	Area Manager (<i>Primary</i>), District Manager (<i>Support</i>)
School Leader Drop-ins	Proactively stop by school leadership (<i>principals/APs</i>) during site visits	Area Manager (<i>Primary</i>), District Manager (<i>Support</i>)
Liaison Meeting Participation	Attend all regularly scheduled meetings with district liaisons	Regional Leader, District Manager
Crisis/Issue In-Person Support	Be present in person when issues arise that may damage district trust or impact contract health	Regional Director

Documentation & Follow-up:

- Document all district-facing communication, especially incidents or escalations.
- Send meeting summaries with district liaisons within 24 hours.
- Document and share site visit observations that impact district relationships.

Success Indicators/Accountability:

- All required communications occur on schedule.
- Documentation is consistently maintained and shared.
- District feedback remains positive, and relationships remain stable.
- Repeated lapses may result in coaching, PIPs, or reassignment.

Review & Revisions:

This SOP will be reviewed annually or sooner if feedback or strategic direction changes.
Revision history should be tracked in the master SOP tracker.