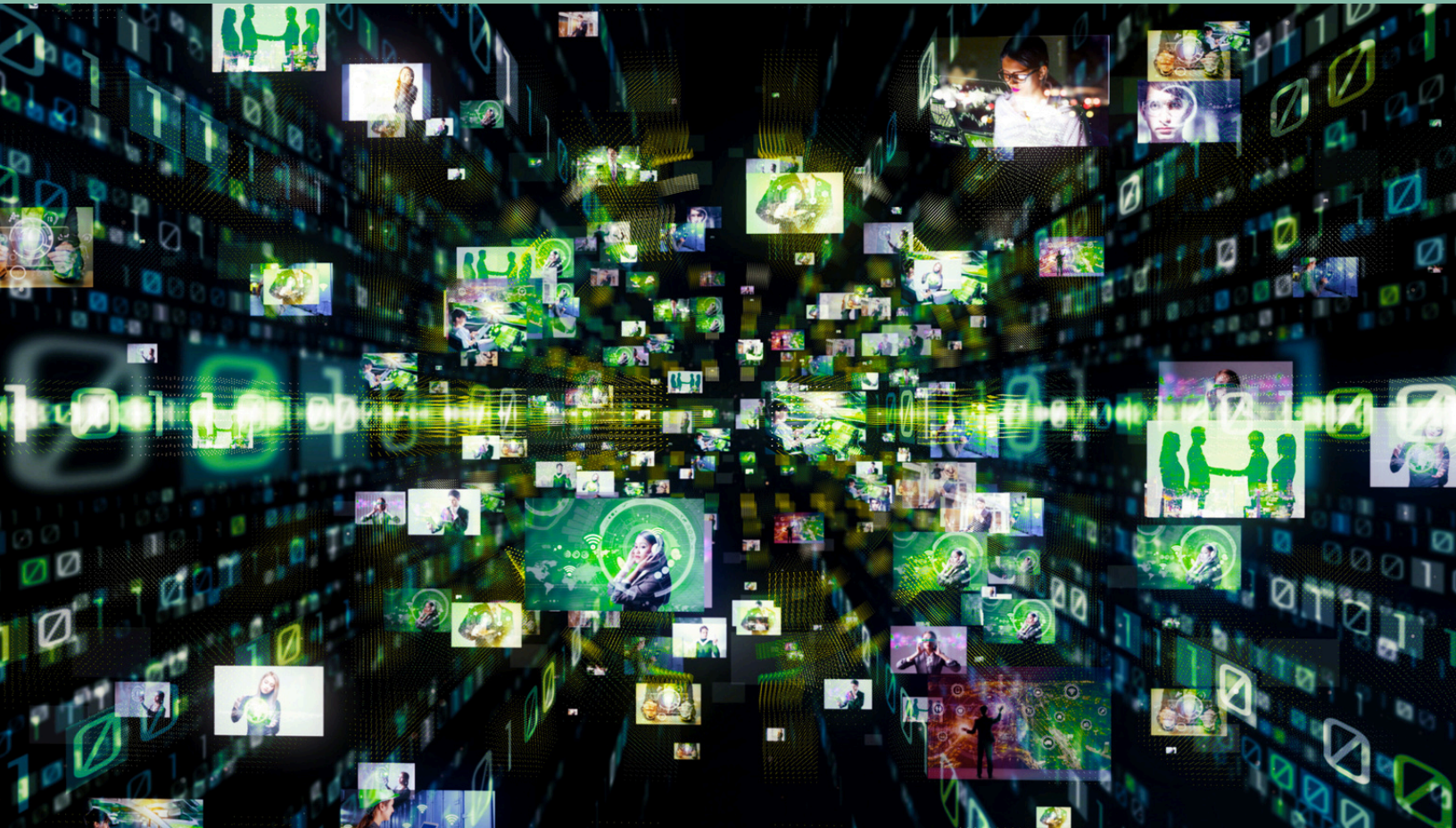




Long Branch  
Public Schools

UPDATED  
2025

# DIGITAL LEARNING VISION & DISTRICT COMMUNICATIONS PLAN



# VISION STATEMENT

## Empowering Every Learner Through Technology and Connection

At Long Branch Public Schools, we are committed to celebrating diversity and embracing uniqueness. The LBPS family strives to educate, develop, and support every student to become successful community members in a rapidly changing world.

Long Branch Public School seeks to empower our students socially, emotionally, and academically for life and career in an inclusive, dynamic, and innovative learning environment from PreK through 12th grade and beyond.

We believe digital learning and effective communication are essential pillars of a thriving 21st-century educational community. Our unified vision is to empower students, educators, and families through equitable access to technology, innovative teaching practices, and transparent, responsive communication.

Together, our Digital Learning Vision and Communications Plan create a connected ecosystem where students succeed, teachers lead with confidence, and families are informed and engaged.

## PART I: DIGITAL LEARNING VISION

### MISSION

To ensure every learner is prepared for the future by integrating technology that supports personalized, engaging, and equitable learning experiences.

### CURRENT TECHNOLOGY LANDSCAPE

- 1:1 Devices: District-provided Chromebooks for grades PreK-12
- Classroom Tech: Desktops, laptops, projectors, interactive smartboards, document cameras, audio systems.
- High-Speed Network: Robust Wi-Fi and fiber-optic backbone in all buildings.
- Learning Tools: Google Workspace for Education, Google Classroom, i-Ready, Lexia, Book Creator, Seesaw, Nearpod, Mote, Gimkit, Pear Assessment, Newsela, Edpuzzle, Code.org, and more.
- Security & Support: Robust and secure infrastructure, centralized help desk, problem-specific technicians, regular device maintenance.
- Professional Learning: Ongoing PD provided by two district tech coaches. Digital resources and on-demand training modules for staff.
- Multilingual Support: PocketTalk Devices and Mote



# STRATEGIC DIGITAL LEARNING GOALS

## Equitable Access

Goal: Close the digital divide with at-home internet access programs and adaptive tools for all learners.

- Long Branch Public Schools has launched a 1:1 device initiative where all high school students receive Chromebooks to take home for the school year.
- LBPS provides adaptive technologies like screen readers for visually impaired students and integrated translation apps for English Language Learners.
- Each year, we update our City Asset Map, highlighting free wifi access points.
- The Long Branch Public Library also has hotspot devices to borrow.
- <https://longbranchlib.org/borrow/wifi-hotspots/>

## Personalized Learning

Goal: Use data-driven tools to meet students at their level and support differentiated instruction.

- Long Branch Public Schools uses programs like i-Ready to assess student progress and adapt lessons in real time.
- Teachers have the opportunity to create leveled assignments in Google Classroom and/or Seesaw, allowing students to work on tasks suited to their skills.
- Teachers are encouraged to implement small-group instruction based on digital assessment results from formative tools like Nearpod, Edpuzzle, Newsela, and Pear Assessment.

## Future-Ready Skills

Goal: Infuse curriculum with digital literacy, coding, media production, and career-aligned experiences.

- Long Branch Public Schools utilizes the Project Lead The Way curriculum across all grade levels, where students are introduced to coding lessons and lessons in Artificial Intelligence. They also use platforms like Code.org or Scratch in elementary and middle schools.
- Adobe Express has been integrated across grade levels to support digital storytelling, student voice, and AI-enhanced media creation. Students use the platform to design posters, PSA videos, presentations, and animations, connecting directly to curriculum goals and real-world applications. These creative learning opportunities help build future-ready skills in content creation, collaboration, and communication.
- The Middle and High Schools offer media production electives where students create podcasts, digital videos, or animated presentations.

## Ongoing Staff Development

Goal: Sustain a culture of professional growth in digital pedagogy and instructional design.

- To support ongoing professional learning, our EdTech team publishes a monthly newsletter for staff, featuring instructional tools, apps, and strategies that enhance teaching and learning.
- In addition, the EdTech website offers an interactive library of educational applications, complete with how-to videos, toolkits, and lesson plan templates to help staff seamlessly integrate technology into their instruction. Visit the site here to explore these resources.
- A full list of all applications used in each content area can be found here.





## PART II: COMMUNICATIONS PLAN

### MISSION

To build trust, clarity, and community by fostering transparent, timely, and inclusive communication among all stakeholders.

### CORE COMMUNICATION OBJECTIVES

- **Inform** - Ensure families, staff, students, and the broader community are kept up to date on key district initiatives, academic progress, safety protocols, and opportunities.
- **Engage** - Strengthen two-way communication and community involvement through inclusive, multilingual channels.
- **Unify** - Promote district-wide consistency in messaging while honoring the unique voices of each school.

### COMMUNICATIONS FRAMEWORK

Area	Strategies
Digital Platforms	Regular updates via the district website, school websites, Google Classroom, ParentSquare, and social media.
Multilingual Access	All key communications are translated into Spanish and other prevalent languages.
Emergency Notifications	Use of automated phone, text, email, and app alerts for time-sensitive updates for both parents and staff.
Staff Communication	Updates via email, CrisisGo, and Messages XR (Text & Phone Call).
Student Voice	Student-led digital content (e.g., podcasts, newsletters).
Community Partnerships	Collaborate with local organizations and businesses on digital equity and enrichment initiatives.



### BRIDGING DIGITAL LEARNING & COMMUNICATION

Technology is not just a tool for learning—it's also the foundation of how we connect, inform, and inspire. By aligning digital learning and district communication: Families feel more connected to their child's learning journey.

- Teachers have consistent tools and communication systems to support student growth.
- Students learn in personalized, engaging environments and know their voices matter.
- The community sees transparency, progress, and shared purpose in Long Branch Public Schools.

### FUTURE ACTIONS

#### Regular Updates to the Communications Plan

The Communications Plan will be reviewed and updated annually to reflect evolving digital tools, stakeholder needs, and changes in district priorities. Input from families, students, and staff will be gathered through surveys and advisory groups to inform adjustments.

#### Dedicated Communication Staff and Training

Training will be provided to ensure staff remain current with best practices in digital engagement, accessibility, and translation tools.

#### Multilingual, Inclusive Outreach

We will continue to prioritize equitable communication by offering translated materials and targeted outreach to underserved communities, including English Language Learners and families without reliable internet access.

#### Expanded Use of Digital Platforms

The district will maintain and enhance the use of multiple platforms (email, text alerts, social media, district website, and Parent Portal) to ensure timely, accessible, and inclusive communication. We will explore new tools to increase engagement.

#### Integration with Digital Equity Goals

Communications will continue to support and align with our digital equity initiatives. Updates on device distribution, internet support programs, and digital literacy resources will be shared regularly, reinforcing transparency and accountability.

#### Crisis and Emergency Communication Preparedness

The district will maintain a crisis communication protocol to ensure families receive timely, accurate information during emergencies, including digital learning transitions or service disruptions.

