**Visual Communication Activity #1: Observation Checklist**

**Recommendation:** The activity is recommended for small groups (up to 12) such as a Site Council, Family Engagement Team, Building Committee, or Leadership Team. If this activity is done with a larger group, consider sending more than one group to each area of the school.

**Time duration: Minimum 25 minutes.** (Minimum 10 minutes for tour, 8 minutes for group share-out and 7 minutes for group recommendations.)

**Supplies needed:** Copies of the Visual Communication Observation Checklist and pens/pencils.

**Tour (Approximately 10 minutes)**

* Divide participants into small groups (number of groups depends on how many areas of the school will be toured).
* Assign each group to an area of the school. Divide the groups into areas such as main entrance, south entrance, north entrance, etc.
* Each group should decide who will mark on the Visual Communication Observation Checklist and who will speak during the group share-out.
* Direct participants to approach the activity as if they were visiting the school for the first time.
* Ask groups to locate any signs that are listed on the Visual Communication Observation Checklist, and identify which signs can be improved or added.

**Group Share-Out (Approximately 8 minutes)**

* After the groups have returned, ask each group to share what they have discovered.

**Group Recommendations (Approximately 7 minutes)**

* After all groups have shared, make recommendations for improvement based on observations. Discussion questions could include:
* What signs work well?
* What signs need improvement?
* Are there any signs that need to be added?
* Who do we need to connect with to improve and/or add signs?

**Visual Communication Observation Checklist**

**Things to consider:**

* Approach the activity as if you are visiting the school for the first time.
* Identify and check signs that can be improved or added.

**Exterior Signs (outside)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Yes** |  | **No** |  | **NA** |  |  |
|  |  |  |  |  |  | Is the name of the school **district** clearly marked on or around the building? |
|  |  |  |  |  |  | Is the name of the school clearly identified on or around the building? |
|  |  |  |  |  |  | Is the street address of the building clearly identified on or around the building? |
|  |  |  |  |  |  | Is there a marquee? |
|  |  |  |  |  |  | If so, what is the current message? |
|  |  |  |  |  |  | Is there guest parking? |
|  |  |  |  |  |  | If so, are there signs indicating where guest parking is located? |

Notes:

Recommendations:

**Main Entrance (Exterior and Interior)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Yes** |  | **No** |  | **NA** |  |  |
|  |  |  |  |  |  | From the street, is the main building entrance clearly marked? |
|  |  |  |  |  |  | If not, are there signs directing guests to the main entrance? |
|  |  |  |  |  |  | Is there a sign at the main entrance welcoming guests? |
|  |  |  |  |  |  | Is the sign translated into languages representative of the school’s population? |
|  |  |  |  |  |  | Is there a sign on the entrance doors instructing visitors to “sign in.” |
|  |  |  |  |  |  | If so, is the sign friendly? |
|  |  |  |  |  |  | If so, is the sign translated? |
|  |  |  |  |  |  | Is the main office easy to find when you enter the building? |
|  |  |  |  |  |  | If not, is there a sign indicating where the main office is? |
|  |  |  |  |  |  | Is the sign translated? |
|  |  |  |  |  |  | Is there a school directory near the main entrance that highlights frequently requested locations and offices? |

Notes:

Recommendations:

**Other Entrances (Interior and Exterior)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Yes** |  | **No** |  | **NA** |  |  |
|  |  |  |  |  |  | If any entrances are locked during the day, are there signs notifying guests of where the main entrance is located? |
|  |  |  |  |  |  | If so, is the sign translated into languages representative of the school’s population? |
|  |  |  |  |  |  | If other entrances are open for a special event, does your school post information and directions at every entrance on where the event is located? |

Notes:

Recommendations:

**Interior Signs (Hallways, Classrooms, Offices, etc.)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Yes** |  | **No** |  | **NA** |  |  |
|  |  |  |  |  |  | Are there directional signs posted indicating the location of frequently requested rooms (i.e., library, cafeteria, gymnasium, auditorium, restrooms, main office)? |
|  |  |  |  |  |  | Do classroom bulletin boards showcase what is being learned inside the classroom? |

Notes:

Recommendations: