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)

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- 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)

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- 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?
### Other Entrances (Interior and Exterior)

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- 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?

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

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- 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?

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The Power of Effective Communication
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