

Memorandum

To: Board of Education

Fr: Cathy Vespereny

Date: 6/20/15

Re: Communications

For your discussion purposes, I've provided an updated school district communications plan. New ideas for next year are highlighted in blue. You will note that other than placing the suggestions for strategies in the hopper for next year, I haven't included a specific time frame because I would first like to order them by priority and include any other options that come through our discussion. Thanks for your consideration.

2015-16 Communications Plan



Communications Plan 2015-16

Strategy	Time Frame	Description of Strategy	Benefits of Using this Strategy
<p><i>Web site</i> <i>Social media</i></p>	<p>Ongoing</p>	<p>Text and video to support district mission and vision</p> <p>Continue to improve navigation</p> <p>Create online survey focused on recent election to help focus future communications</p> <p>Update crisis communications plan to include social media. Create social media triage flowchart</p> <p>Consider opening social media sites to comments</p> <p>Consider use of Instagram</p> <p>Embed videos to make more accessible</p> <p>Produce “state of the district” video for Facebook and web site</p>	<p>Real time communications, build community</p> <p>Link to positive stories</p> <p>Easy access for parents, students and community on curriculum, resources, events</p> <p>Special section for staff resources</p> <p>News videos</p> <p>Allows district to gather information so we can make correct assumptions in developing plans for the future</p> <p>Aids in responding to crisis with one clear, consistent voice</p> <p>Increase community engagement and the flow of information</p> <p>Offers an additional outlet and can extend the number of people we reach</p> <p>Improves access for those who view social media on their phones</p> <p>Allows district to reach those who prefer watching a video rather than reading a document</p>

Strategy	Time Frame	Description of Strategy	Benefits of Using this Strategy
		<p>Set up Facebook admin group for sharing</p> <p>Use incentives to boost numbers on Facebook and Twitter</p> <p>Investigate use of platform that will allow selected staff members from across the district to post to social media</p> <p>Create an online “You Asked” column by superintendent to provide information and dispel rumors</p> <p>Feed “Sarah’s Weekly” into a blog for the public</p> <p>Offer the live, online question and answer session with the superintendent at regular intervals</p>	<p>Minimizes the time it takes to share info across the district</p> <p>Attracts people to our sites and helps information flow</p> <p>Could potentially increase the amount and type of posts offered. Makes our sites more interesting to more people.</p> <p>Increases the flow of information for online community</p> <p>Additional information source for online community</p> <p>Provides real-time answers. Reaches people who prefer social media to other media.</p>

Strategy	Time Frame	Description of Strategy	Benefits of Using this Strategy
<i>Media relations</i>	Ongoing	Tell our story through media. Write stories for media. Provide photos, answer questions. Highlight strategic plan goals and dashboard	Highlight success, support mission/goals through news stories. Build support and engagement.
<i>District identity management</i>	Ongoing 2015	Manage district identity. Act as resource through writing support, P.R. advice, photography, crisis communications Conduct online survey	Ensure that district speaks with one voice to improve perceptions, increase public engagement and trust. Support mission/vision Review results and use to enhance communications moving forward
<i>Alumni support</i>	Ongoing	Contribute to newsletter, photography. Support events, act as resource. Serve on committees.	Enhance efforts to find alternative revenue by building support in the alumni community.
<i>VICC support</i>	Ongoing	Contribute to VICC publicity efforts, act as district resource for writing and photography	Demonstrate value and efficacy of VICC effort
<i>Superintendent Update</i>	Monthly	Provide news and information quickly through e-mail to staff and Parents Highlight strategic plan	Parent survey supports e-mail communications. This allows us to improve the delivery of news by serving as our own news service. Focus on rationale for decisions, program info, district performance, policy updates, events, legislative news. Builds support, increases public understanding

Strategy	Time Frame	Description of Strategy	Benefits of Using this Strategy
			of district goals
<i>School announcements</i>	Monthly	Provide information about district issues, events, strategic plan	Timely, effective means of informing parents
<i>Board Highlights</i>	Monthly	Highlights of board meetings posted online	Increases board visibility, provides information about board decisions, creates awareness of programs and success
<i>Staff News</i>	Twice Monthly	E-mail newsletter for employees	Internal publication to build awareness of events, initiatives and policies. Designed to inform and engage.
<i>Key Communicators Committee</i>	Quarterly	Regular meeting with citizens group to focus on district issues	Increases two-way communication, creates network of informed citizens. Rumor control. Builds support/engagement.
<i>Municipal newsletters/Chamber of Commerce newsletter</i>	Quarterly	Provide news items on district achievements	Creates greater public awareness of district programs, success.
<i>Webster-Kirkwood Times advertising</i>	Quarterly and as Needed	Full page ad featuring news and photos	Improves delivery of news by allowing district to tell the story first-hand. Delivered to all households.
<i>Our Schools newsletter</i>	Fall and Spring	News and photos supporting student success, district goals.	Delivers district news to every household and business in district. Increases awareness. Designed to create support and engagement. Fall includes Report Card data and school board brochure; spring features voters' guide.

<i>Webster-Kirkwood Times Directory</i>	Annual	Reference material on district and schools	Quick information produced at no cost to district. Delivered to all households. Includes district and school information.
<i>Supt./board liaison meet/greet, other informal gatherings</i>	Annual at each School	Supt. and board liaisons will hold informal gatherings with each school community designed with input from the principal. Use time to meet community, provide information, answer questions, etc.	Increase awareness of district issues and programs. Provide two-way communication.
<i>High School Profile</i>	Annual	Outline of High School programs and achievements.	Does double-duty as resource for Guidance Department and informational piece on web site. Increases awareness of High School programs and success.
<i>Open House</i>	Annual	Teacher-planned event for parents. Information on grade-level expectations, communication system for parents, how parents can support learning BOE share talking points Supt. welcome video	Provides in-depth information on grade-level expectations Shows day-to-day classroom experiences Highlights curricular-based activities Relates activities to report card Opportunity for parents to clarify what they can do to support student learning Establishes avenues of communication
<i>Community Bulletin board</i>	As needed and Ongoing	Provide a place on the district home page for community information and announcements of interest to parents	Resource for the community, drives traffic to our web site. Regularly receives large number of hits.

<i>Phone blasts</i>	As Needed	Use telephone system for quick alerts to parents about events or district issues	Quick, clear information for parents when time is of the essence.
<i>Surveys</i>	As Needed	Conduct district-wide survey on perceptions/issues Consider survey this year	Excellent source of data to improve communication Help focus current communications
<i>E-mail blasts</i>	As Needed	Publicize events, reminders. Conduct surveys.	Quick, clear source of information in a medium parents prefer.