



# Communications/ Public Relations Plan

*Mission: To strengthen relationships among and support for the district's schools, personnel, and community through effective communication with employees, families, and the larger community.*

## PR Goals

## Strategies

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| <b>I. Provide stakeholders opportunities for input and involvement.</b>   | Student, Faculty, Parent, Community/Business, Support Staff, and Safe Schools Advisory Groups; Team, Board (esp. Public Comments), and Principal meetings; Board election year League of Women Voters Candidate Forum; meetings focused on specific issues as indicated; leadership contact information on website; online Calendar of Public Academic Events; Superintendent's <i>Leadership Notes</i> blog  |
| <b>II. Respond to information requests and concerns from parents, staff, media, and the community in a positive, timely, and appropriate manner.</b>                          | Telephone etiquette/customer service techniques (You Had Me at Hello/Extra Mile), established media procedures (Media Procedures for Schools) and chain of command  |
| <b>III. Publicize improvements, needs, successes, news.</b>   | District Goals, press releases/advisories, website/blog, publications, Board (incl. 2's Got Talent pre-Board Meeting student musical talent showcase)/other meetings in the district/community, E-Note communications, Board minutes  |
| <b>IV. Recognize and show appreciation for the valuable roles and outstanding accomplishments of school district personnel/celebrate outstanding student accomplishments.</b> | Media releases, publications, Board meeting agenda/minutes and recognitions (Who's Who in 2), website; Welcome Back Convocation (TOY, Perfect Attendance, You Had Me at Hello, School Climate); Teacher of the Year Banquet; awards/plaques/certificates/other cards, letters, notes; candy baskets/doughnuts (i.e., American Education Week/Teacher Appreciation Week, Administrative Professionals Day, School Bus Safety Week); Golden Rule Program; retiree awards; graduate photo and letter from superintendent; etc. |
| <b>V. Provide affirmative and unifying messages about the district, its schools, its people, and its mission.</b>   | Framed mission statement displayed in schools and district office, district <i>Fast Facts</i> , press releases, website (e.g., <i>Two Bits</i> , <i>Leadership Notes</i> , mission statement on home page), meetings, <i>Boardgram</i> /other publications  |
| <b>VI. Reach out.</b>   | Website (events calendar, announcements, news, blog, and general information); School Messenger; VIP Pass Program for system retirees and senior citizens (concerts, plays, athletic events); local publications; various meetings; etc.  |