

Communications Plan

Discussion Guide

- 1) Review and articulate desired goals/objectives, short-term and long-term
- 2) Review and provide feedback on recommendation to resource Communications Plan for Phase 1

Objectives

- **Parents and Broader San Carlos Community**
 - Engage in Proactive, 2-way communication
 - Build understanding of the Strategic Plan
 - Communicate Strategic Plan & progress toward vision
 - Build trust / minimize perceived surprises
- **Staff and Board Members**
 - Build capacity for communications
 - Equip with accurate and timely information

Objectives (continued)

- **Existing and Potential Funders**
 - Exhibit innovative education practices
 - Show impact of practice on student outcomes
 - Position SCSD as a “lighthouse”
- **Peer Educators**
 - Attract and retain great talent
 - Highlight and share out best practices

Strategies for Phase 1

The District's strategies become the core job responsibilities for the communications driver.

Guiding Philosophy: Be proactive and engage in 2-way communications.

Strategies for Phase 1

Strategies:

1. Build capacity with, and arm, internal staff and Board members with accurate and timely information. Maintain two-way dialogue with staff to they feel confident and supported. Develop re-useable Strategic Communications tools
 - Visuals of Strategic Plan
 - Video for Back to School
 - Up-to-date and regular, talking points.
2. Proactively engage with community influencers
3. Create and manage social channels
4. Execute selection of high-impact tactics in Email/School Newsletter/Website channels.
5. Leverage existing events (e.g. Back to School, PTACC and SCEF mtgs etc.)
6. Create proactive year-long plans for “Top Tier Topics” (Staff will recommend to Board); ongoing handling of “Tier B/C” topics.
7. Create and execute plan to communicate with Existing and potential funders.
8. Make recommendation on improvements to visual identity.

Recommendations for next 12 months

1. Allocate up to \$25k to get started now, and be ready for Back to School Night including key messages, visuals for communicating Strategic Plan, Progress and Key messages; training of internal staff.
2. Allocate \$60k for a part-time contractor to execute strategies and tactics in Phase 1 from now through June 2017.
3. Deliver recommendation by April 2017, for the 2016-17 school year.