

Communications Meeting

10/26/15

Board Goal: Communications Master Plan to be completed by April

Current Objective: Get direction from Board as to next steps on completing communications master plan, including potential investment of resources

OUTLINE OF A POTENTIAL COMMUNICATIONS MASTER PLAN

District Overview

- SCSD Overview/Background

District Goals

- Communicate broadly the Strategic Plan
 - Stakeholders both inside and outside of district
- Proactively engage with stakeholders
 - Broaden scope of input
 - Minimize perceived surprises
 - Created trusted information resources for community
 - Get ahead of rumors
 - Be better at more frequently sharing successes
 - Train parents and community members where to look for info
- Highlight thought leadership and reinforce credibility
- Position SCSD as 'lighthouse'
 - Continue to recruit highest quality staff
 - Maximize likelihood for grants and partnerships
 - Build a "brand"
- Support culture shift around communication and traditional relationship between government agency and community, specifically as it relates to innovation and risk tolerance
- Recruit community members and other resources to realize potential of "educator broadly defined"

Stakeholders

(Outline what each of these audience segments needs and what SCSD's goal is with respect to engaging with such segment)

- School Board
- Staff
- Students
- Parents
- San Carlos School District community members / tax payers
- School-related organizations (SCEF, PTA, etc.)
- Non-Profits / Community Partners
- Other local government agencies

- Vendors
- Regional education leaders
- Other school districts
- State / State representatives
- National Leaders/Organizations

Communication Challenges

- Complexity of the District
- Complexity of the Strategic Plan
- Stakeholders already have information overload in their life
- Turnover of parents
 - Constant “on-boarding”
- Reaching non-parent community
 - San Carlos Citizens
 - Education Field
 - Businesses with interest in education
- In high-functioning district, many only pay attention when they perceive something to be amiss
- Limited financial resources
 - Management time needed
 - Constant content created
 - Huge opportunity cost of staff time being reactive and doing redundant or unnecessary communications
- Limited communications expertise in house
- Lack of consistent and organized/targeted messaging (“talking points”) among staff
- Getting ahead of rumors and misinformation
 - A few community members who spread false info
- Ongoing management of various means of communication (e.g., website, social media, etc.)

Communication Channels

(create matrix of channels against stakeholder groups)

- Cadence of communications – marketing calendar
- Specific channels/strategies and relevant content for each channel
(sample list below):
 - E-Mail
 - Websites (school and district level)
 - School Newsletters
 - Blog
 - Calendar
 - “Rumor Mill” section?
 - Agenda online
 - Social Media
 - Facebook
 - Twitter
 - YouTube
 - Instagram

- Pinterest
- NextDoor?
- Others?
- Analyzing new channels when they emerge
- In-Person Meetings
 - School Board Meetings
 - PTA Coordinating Council and Site Council Meetings
 - Staff Meetings
 - All-District Community Forums
 - Principal / Superintendent Coffees
 - Kindergarten socials
 - Back to school nights
 - School concerts
- Community Presence
 - Hometown Days
 - Hot Harvest Nights
 - Art & Wine Fair
- Awards Applications and Recognition
- Thought leadership
 - Blogging
 - White papers
 - Contributed articles
 - Videos
 - Speaking at conference
- Flyers
- Capturing the student voice / activity
- Collaboration platform
 - Edmodo, Google, etc.?
- Press releases / press relations
- Other School-based communications
 - Banners/posters
 - Teacher class communication
- Other channels
 - Surveys
 - InfoSnap
 - Webinars
 - Snail mail

Operational Issues

- Personnel / responsibilities / authority
- Policies
 - Social media
 - Others
- Financial investment
 - Internal and external resources
 - Potential benefits for different level of investments
- Risks