

## **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

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## **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