

## **Avenues for Communication**

1. School Board Meetings
  2. Board Member School Visits
  3. District Committees/Advisory Groups
  4. Interactions with Elected Officials
  5. Interactions with Special Groups
  6. Internet/Technology
  7. Meetings with Students
  8. Newspaper
  9. Opinion Survey
  10. Recognitions
  11. Publication/Marketing
  12. Communication Training
  13. Emergency Communication
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### Modes, Purpose, Strategy

<b>School Board Meetings</b>
Purpose:
Strategy: <ul style="list-style-type: none"><li>● Meetings</li><li>● Board Meeting Recap Newsletter</li></ul>

<b>Board Member School Visits</b>
Purpose:
Strategy: <ul style="list-style-type: none"><li>● Annual schedules for classroom visits</li><li>● Annual schedules for staff visits</li></ul>

<b>District Committees/Advisory Groups</b>
Purpose:
Strategy: <ul style="list-style-type: none"> <li>● Publish list of committees on website</li> </ul>

<b>Interaction with Elected Officials</b>
Purpose:
Strategy: <ul style="list-style-type: none"> <li>● Meetings with city, county, and state officials between Board and Superintendent</li> </ul>

<b>Interaction with Special Groups</b>
Purpose:
Strategy: <ul style="list-style-type: none"> <li>● Board and Superintendent scheduled meetings with school connected groups</li> <li>● Board and Superintendent scheduled meetings with city connected groups</li> </ul>

<b>Internet/Electronic Technology</b>
Purpose:
Strategy: <ul style="list-style-type: none"> <li>● Website</li> <li>● Social media</li> <li>● Email</li> <li>● Advertisements for events</li> <li>● Video</li> </ul>

<b>Meeting with Students</b>
Purpose:
Strategy: <ul style="list-style-type: none"> <li>• Board/Cabinet scheduled forums with students</li> </ul>

<b>Newspaper</b>
Purpose:
Strategy: <ul style="list-style-type: none"> <li>• Advertisements</li> <li>• Good news</li> <li>• Proactive stories reinforcing goals/mission/vision</li> </ul>

<b>Opinion Surveys</b>
Purpose:
Strategy: <ul style="list-style-type: none"> <li>• Annual survey on district goals</li> </ul>

<b>Publications/Marketing Materials</b>
Purpose:
Strategy: <ul style="list-style-type: none"> <li>• Related to campaigns as needed</li> </ul>

<b>Recognitions</b>
Purpose:

Strategy:

- Share out recognitions

### **Publications/Marketing Materials**

Purpose:

Strategy:

- Related to campaigns as needed

### **Communications Training**

Purpose:

Strategy:

- Training for admin on talking to press
- Training for tech team on talking to any outsider
- Training for teachers on press involvement/engagement/publicity
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### **Crisis Communications**

Purpose:

Strategy:

- Publish communication routines
- Education families/staff
- Practice with systems
- Develop canned responses