

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

Modes, Purpose, Strategy

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

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

District Committees/Advisory Groups

Purpose:

Strategy:

- Publish list of committees on website

Interaction with Elected Officials

Purpose:

Strategy:

- Meetings with city, county, and state officials between Board and Superintendent

Interaction with Special Groups

Purpose:

Strategy:

- Board and Superintendent scheduled meetings with school connected groups
- Board and Superintendent scheduled meetings with city connected groups

Internet/Electronic Technology

Purpose:

Strategy:

- Website
- Social media
- Email
- Advertisements for events
- Video

Meeting with Students

Purpose:

Strategy:

- Board/Cabinet scheduled forums with students

Newspaper

Purpose:

Strategy:

- Advertisements
- Good news
- Proactive stories reinforcing goals/mission/vision

Opinion Surveys

Purpose:

Strategy:

- Annual survey on district goals

Publications/Marketing Materials

Purpose:

Strategy:

- Related to campaigns as needed

Recognitions

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