



Campbell Union School District Communications Plan



Governing Board Presentation
April 21, 2016

Purpose of the Plan

- ▶ Provide a **framework for communicating** with internal and external audiences in the community.
 - ▶ **Enhance** student, parent, staff, District and community **communication, participation and engagement** in the education of CUSD students.
 - ▶ Maintain and build upon CUSD's **positive** image as a **provider of education** beyond the expected.
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Our Mix of Communication Tools

- ▶ Websites
 - ▶ District, Schools
 - ▶ Newsletters (email & print)
 - ▶ Schools, District, Departments
 - ▶ SchoolMessenger
 - ▶ Autodial/email
 - ▶ Committees
 - ▶ Internal and external stakeholders (e.g. DELAC, Faculty Senate, S-PAC)
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More Communication Tools

- ▶ Surveys

- ▶ School Climate (a.k.a. Perception), BrightBytes, Web Users, Schools of Choice

- ▶ Social Media

- ▶ Facebook, Twitter, Youtube

- ▶ Videos

- ▶ Marketing, Training/PD
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Can You Hear Me Now?

Evaluating the Plan's Effectiveness

- ▶ Annual School Climate Perception survey (communication-related questions)
 - ▶ Feedback from Advisory Groups and Key communicators
 - ▶ Website analytics and user surveys
 - ▶ Reviews of media coverage
 - ▶ School/Department surveys/polls
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Communication is Part of Every Job

Updated District Communication Plan is:

- ▶ Tied to Strategic Planning & Goals
 - ▶ Built upon research
 - ▶ Aids in providing information to stakeholders
 - ▶ A resource for departments/schools to incorporate communication plans into their activities
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Questions and Comments
