




# Campbell Union School District Communications Plan



Governing Board Presentation  
April 21, 2016

# Purpose of the Plan

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- ▶ 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

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- ▶ 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

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- ▶ 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?

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## **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

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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

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