



PEWITT CONSOLIDATED INDEPENDENT SCHOOL DISTRICT

Communications Plan

2017-2018



Learning Today. Leading Tomorrow.

Table of Contents

Mission	2
Vision	2
District Goals	2
Introduction	3
Target Audiences	4
Communication Channels	4
Recommended Communication Frequency	4
Communication Priority Goals	4
Strategies to Meet Communication Goals	5
Communications Team Members	6

Mission

The Mission of the Pewitt Consolidated Independent School District, in partnership with our school community, is to inspire and prepare our students to become confident, innovative problem solvers who demonstrate outstanding character and take full advantage of their individual academic potential so that they are able to thrive in our complex and ever-changing world.

Vision

Exemplify Excellence.

Everyone.

Everywhere.

Every day.

District Goals

1. Ensure all students receive exceptional learning opportunities that prepare them for graduation and post-secondary success.
2. Recruit, retain, and develop highly motivated staff members who maximize student success.
3. Provide facilities that support positive learning environments.
4. Promote and fully develop positive partnerships with parents, community members, and business organizations.
5. Support a process that promotes open and timely communication with staff, students, parents, and community members.
6. Exercise fiscal responsibility through efficient management of resources and operations to maximize student achievement.
7. Encourage 21st century learning through the use of technology in the teaching and learning process.
8. Emphasize integrity, strong character, and community pride throughout the district.
9. Provide a safe and drug-free learning environment.

District Goal - Communication

Support a process that promotes open and timely communication with staff, students, parents, and community members.

Introduction

The Pewitt Consolidated Independent School District is committed to honest, transparent, and consistent communication with our stakeholders. We understand that maintaining open, two-way communication with stakeholders is essential for building relationships. We have diverse outreach needs and know that strong relationships are the foundation for a successful school system.

The purpose of the PCISD Communications Plan is to present a clear and concise framework for communicating with both internal and external audiences in our school community. Providing frequent, clear, and results-driven communications is key to building trust and loyalty within the district. This Communications Plan is aligned with district goals, designed to be both proactive and interactive, and will be reviewed annually for effectiveness.

The success of the PCISD Communications Plan depends heavily on the support and involvement of all staff members. Communication is a part of every job in our school district. Planning for and requiring shared responsibility will ensure that the entire organization is dedicated to delivering a timely, unified message to the appropriate audiences.

Target Audiences

Internal Audiences

- Certified Staff
- Administrators
- Board of Trustees
- Support Staff Employees
- Professional Support Staff

External Audiences

- Students
- Parents
- Parent-Teacher Organizations
- Prospective Employees
- Prospective Residents
- Neighborhood Groups
- Community Partners
- Business Leaders
- Civic Groups
- Elected Officials
- Faith-based Groups
- Media

Communication Channels

Electronic

- District & Campus Website
- School Messenger
- Email
- Social Media
(Campus/District)
 - Facebook
 - Twitter

Media

- The Naples Monitor
- Tri-County Press
 - Superintendent Column
 - Student / Program Focus
 - Press Releases
- Texarkana Gazette
- Longview News Journal
 - Press Releases
 - Extra-Curricular Updates

Recommended Communication Frequency

- Daily - Facebook, Twitter
- Weekly – Website
- Six Weeks – Campus Newsletters
- Quarterly - Community Engagement Events
- Emergencies – School Messenger, Website, Facebook, Twitter

Communication Priority Goals

1. Establish an effective communication plan to improve engagement and communication with both internal and external audiences.
2. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Pewitt Consolidated Independent School District.
3. Promote community involvement and build partnerships that serve to enhance the educational experience of Pewitt CISD students.
4. Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.
5. Establish a clear brand identity for the district to build our image and reputation.

Strategies to Meet Communication Goals

Communication Goal

- Establish an effective communication plan to improve engagement and communication with both internal and external audiences.

Strategies

- Conduct annual communication survey to evaluate strategic communication efforts.
- Organize a strategic media contact group with representatives from each campus.
- Create a protocol for media representatives to utilize when reporting upcoming events and possible stories for the media.

Communication Goal

- Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Pewitt Consolidated Independent School District.

Strategies

- Establish key communicator network and facilitate connections among community stakeholder groups.
- Maintain a high level of visibility through participation of key staff in various professional and community activities.
- Build and maintain partnerships with business and community leaders.

Communication Goal

- Promote community involvement and build partnerships that serve to enhance the educational experience of Pewitt CISD students.

Strategies

- Organize parent / community engagement events to be hosted by Pewitt CISD.
- Develop and implement a community recognition program.
- Organize annual business partner appreciation opportunities.
- Engage local business leaders to advocate on behalf of the district.

Communication Goal

- Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.

Strategies

- Maintain district website and support maintenance of campus websites.
- Develop standards and practices for campus and classroom websites.
- Produce digital, print and/or video media to increase awareness and support of district initiatives and special events.
- Develop standards and practices for campus / district organizations that currently have or wish to have social media accounts relating to Pewitt CISD.
- Utilize social media channels to provide timely and relevant information.
- Maintain proactive media relations practices to enhance the district's image.

Communication Goal

- Establish a clear brand identity for the district to build our image and reputation.

Strategies

- Provide ongoing training and technical assistance to staff members in public relations, social media, and other communication skills.
- Create key messages and talking points about PCISD to establish unity throughout all communication channels.
- Supply district administrators with fact sheets and other easy-to-use communications tools as needed when issues arise.

Communications Team Members

- Superintendent – Dr. Andy Reddock
- Media Liaison / Contact -Margo Henry
- Social Media Specialists – Dr. Andy Reddock, Scot Wright, Tom Giles, Amy Barron
- Campus Webmaster – Cerena Bennett (PES), Brandy Mongonia (PJH), Lauren Harrison (PHS)
- District Webmaster(s) – Darla Shumate, Pennie Anderson

