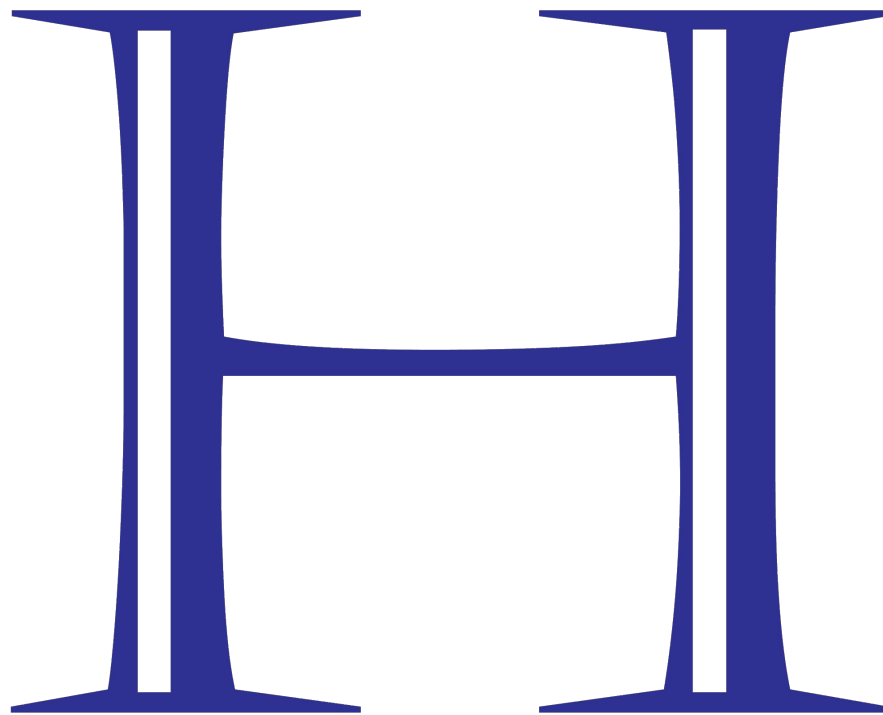




# **Strategic Communication Plan**

**Updated August 4, 2020**



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## Introduction

The Hollister R-V School District is committed to open, honest and ongoing communication with our school community. We understand that maintaining a two-way conversation is essential for building relationships.

These relationships are the foundation of a strong school system. This communications plan was designed for effective communication with all stakeholders.

The communications plan is intended to help the district achieve its strategic goals, foster strong relationships with district stakeholders, provide focus and direction for messages/methods in support of the district's goals, and enable the district to present itself accurately to audiences.

## Audiences

### Internal:

- Certificated Staff
- Support Staff Employees
- Administrators
- Board of Education
- Students

### External:

- Students
- Parents
- Taxpayers of the district
- Senior citizens
- Business leaders
- Media
- Parent-Teacher organizations
- Civic leaders/organizations
- Legislators
- Religious leaders
- Social workers/fire/police/first responders
- Neighborhood groups
- New residents of the district
- Neighboring school districts
- Residents without children in district schools
- Prospective residents of the district
- Real Estate Agents/Organizations
- Prospective Employees of the district

## Desired Behaviors and Attitudes

Through the implementation of this plan, the district hopes internal audiences will:

- Take pride and ownership in the district.
- Keep informed of key issues.
- Work as a high-performing organization whose employees respect and value customer feedback.
- Exhibit values of caring, integrity, and collaboration.

The district hopes external audiences will:

- Feel involved and engaged in their public schools.
- Exhibit community pride, and trust in schools and the district.
- Support the Hollister R-V School District.

## Communication Goals

1. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Hollister R-V School District.
2. Utilize a variety of media to maximize awareness and support of the district's goals, objectives, and programs.
3. Establish an effective employee communication plan to improve internal communication and employee engagement.
4. Establish strong, positive connections between individual schools and the community.
5. Achieve coordinated communications, both internally and externally, regarding safety issues and crisis management.
6. Create key messages and talking points about the district to establish "one clear voice" throughout all communication channels.
7. Establish a clear brand identity for the district and build on that image and reputation.
8. Maintain a proactive media relations program to enhance the district's image on local, state and national levels.
9. Utilize effective operational practices to provide good customer service, increased efficiency, and quality-printed materials.

## Communication Channels

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels that the district utilizes:

### **Electronic Communications:**

- District & Building Web Pages
- District & Building E-Newsletters
- Targeted E-mail Lists
- School Messenger System (Email & Phone)
- HSD App
- Social Media: Facebook, Twitter, Instagram, LinkedIn, & YouTube

### **Media Communications:**

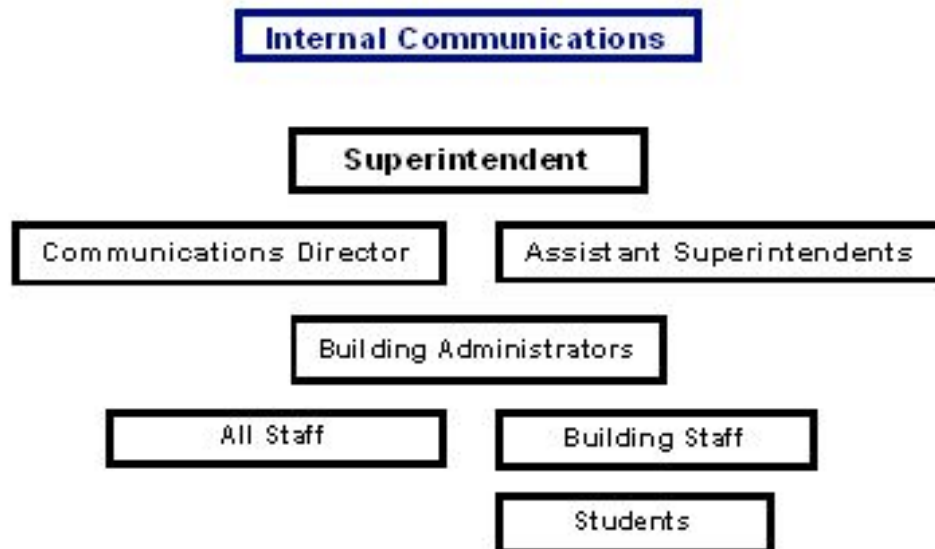
- Print Newspapers
- Broadcast Stations
- Community Websites

### **Interpersonal Communications:**

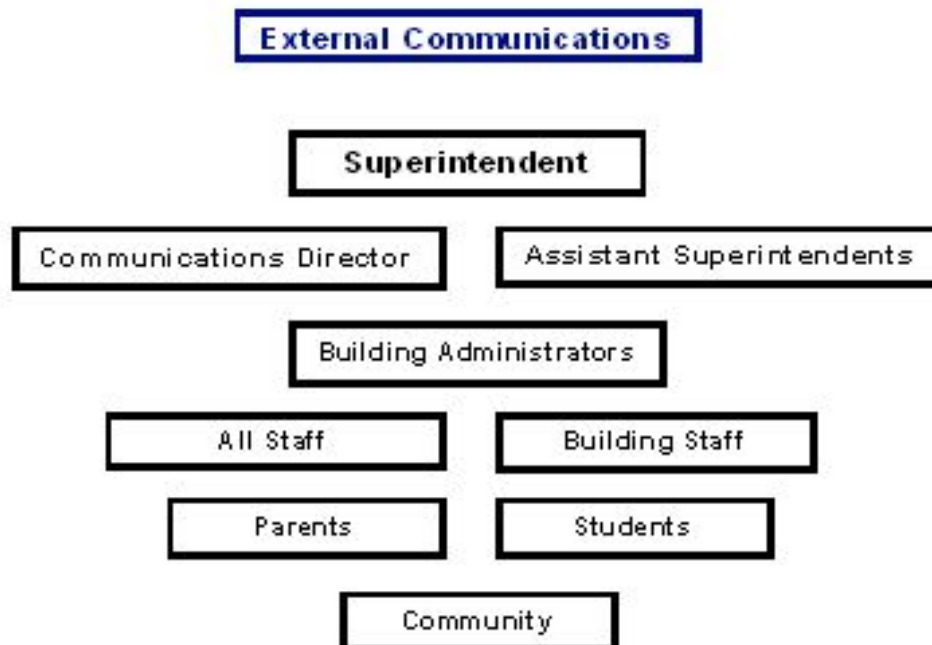
- Hollister Rotary Club
- Hollister Chamber of Commerce
- City of Hollister
- Hollister R-V School Foundation
- Other Civic/Community Organizations

## Communication Flow Chart

Flow of communication will vary dependent upon each individual situation. This is a general outline for flow of communication.



As much as is possible, all staff and then parents will be notified prior to a communication release to the community.



# Submitting Information to Your Communications Team

## Upcoming Events & Activities

Please keep us in mind when an event/activity is happening in your building, classroom, or organization. We want to help promote activities and events. Follow the directions below when submitting information to the Communications Team, at least two weeks prior to an event/activity.

1. Complete the [Event/Activity Communications Planning Guide](#).
2. Electronically submit completed document to your building digital media coordinator and your building principal along with the district communications director.
  - a. ECC: [dbonnell@hollisterschools.com](mailto:dbonnell@hollisterschools.com), [mwaugh@hollisterschools.com](mailto:mwaugh@hollisterschools.com)
  - b. ES: [csmith@hollisterschools.com](mailto:csmith@hollisterschools.com), [nhenson@hollisterschools.com](mailto:nhenson@hollisterschools.com)
  - c. MS: [sneal@hollisterschools.com](mailto:sneal@hollisterschools.com), [jterry@hollisterschools.com](mailto:jterry@hollisterschools.com)
  - d. HS: [dallred@hollisterschools.com](mailto:dallred@hollisterschools.com) (website & social media), [lburton@hollisterschools.com](mailto:lburton@hollisterschools.com) (social media), [ahebenstreit@hollisterschools.com](mailto:ahebenstreit@hollisterschools.com) (social media), [tjamieson@hollisterschools.com](mailto:tjamieson@hollisterschools.com)
  - e. Communications Director: [kconnell@hollisterschools.com](mailto:kconnell@hollisterschools.com)

After submission, the Communications Team will make every effort to help promote your event/activity.

In addition the Communications Office has a warehouse of logo items available for use at various events. Items are available for checkout based upon availability. View items and request to check out through the [HSD Logo Items for Check Out form](#).

## Submitting Information to Your Communications Team (cont)

### Post Events, Activities, Competitions & Sporting Events News Submission

Please keep us informed of achievements, accomplishments, and exceptional news about our students and staff. Follow the directions below when submitting information to the Communications Team, within a week following the event, activity, competition, or sporting event.

- **Events, Activities, & Competitions:**

- Complete the [Events, Activities & Competitions News Submission form](#), and electronically submit to district communications director, and the appropriate building digital media coordinator.

- **Sporting Events:**

- Scores and results: follow the protocol set forth by district athletic director and assistant athletic director.
- Exceptional achievements, new records set, etc: Complete the [Athletic News Submission form](#), and electronically submit to district communications director, the appropriate building digital media coordinator, and athletic director (HS) - [jburgi@hollisterschools.com](mailto:jburgi@hollisterschools.com) or assistant athletic director (MS) - [rhodges@hollisterschools.com](mailto:rhodges@hollisterschools.com).

**Thank you for your efforts to engage the Hollister community in the excellence happenings at Hollister Schools!**



# Hollister R-V School District

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*Student success is our only option*





# Hollister R-V School District

## Event/Activity Communications Planning Guide

**Instructions:** Make a copy of this form. Complete electronically and submit to your building digital media coordinator and principal, as well as the district communications director ([kconnell@hollisterschools.com](mailto:kconnell@hollisterschools.com)), preferably no later than two weeks before the event/activity. THERE ARE TWO PAGES TO COMPLETE.

Event/Activity Name:

Event/Activity Date & Time:

Event/Activity Location:

Intended Audience(s):

Key Message(s):

- 1.
- 2.
- 3.
- 4.

Are you attaching a flier, graphic, or picture?

Other Relevant Information (i.e. - admission cost, RSVP required, etc.):

Indicate (X) which communication methods you are using and/or requesting

X	Communications Method	Who's Responsible	Notes
	Fliers/Posters/Other Printed Materials	Event/Activity Organizer/Sponsor	
	LED Sign	Event/Activity Organizer/Sponsor	<a href="#">Graphic Guidelines</a>
	Group/Class/Activity Social Media Pages	Event/Activity Organizer/Sponsor	Provide link(s) to page(s)
	Group/Class/Activity Facebook Event	Event/Activity Organizer/Sponsor	Provide link to event
	Building Website Calendar	Building Digital Media Coordinator	Building DMC will determine if event/activity qualifies for calendar
	Building Social Media Pages	Building Digital Media Coordinator	Building DMC will determine if event/activity qualifies for social media
	Building Facebook Event	Building Digital Media Coordinator	District CD will determine if event/activity qualifies for district Facebook Event
	Building Newsletter	Building Principal	Building Principal will determine if event/activity qualifies for newsletter
	District Website Calendar	District Communications Director	District CD will determine if event/activity qualifies for calendar
	District Social Media Pages	District Communications Director	District CD will determine if event/activity qualifies for social media
	District Facebook Event	District Communications Director	District CD will determine if event/activity qualifies for district Facebook Event
	District Tiger e-News	District Communications Director	District CD will determine if event/activity qualifies for district Tiger e-News
	Other		
	Other		
	Other		



# Hollister R-V School District

## Events, Activities, & Competitions News Submission Form

**Instructions:** Make a copy of this form. Complete electronically and submit to the the district communications director ([kconnell@hollisterschools.com](mailto:kconnell@hollisterschools.com)), as well as the appropriate building digital media coordinator, within a week following the activity, event, or competition.

Name of Event, Activity or Competition:

Event, Activity or Competition Date:

Event, Activity or Competition Location:

Details of event or activity or results of the competition, including student(s) name and grade:

Are you attaching a picture (strongly encouraged)?

If yes, provide the name(s) of the individual(s) in the picture and a caption of what is happening in the picture (if applicable). *Please ensure all students in the picture are not on the "no photo list".*



# Hollister R-V School District

## Athletic News Submission Form

**Instructions:** Make a copy of this form. Complete electronically and submit to the the district communications director ([kconnell@hollisterschools.com](mailto:kconnell@hollisterschools.com)), as well as the appropriate building digital media coordinator and athletic director (HS) or assistant athletic director (MS), within a week following the sporting event.

Name of Sporting Event:

Sporting Event Date:

|

Sporting Event Location:

Details of exceptional achievement, new record set, etc., including student(s) name and grade:

Are you attaching a picture (strongly encouraged)?

If yes, provide the name(s) of the individual(s) in the picture and a caption of what is happening in the picture (if applicable). *Please ensure all students in the picture are not on the "no photo list".*

# Communication with Audiences Outline

*(This is a general outline and may not encompass all communication)*

Audience: Internal

Communication Method/Purpose	Frequency/Date
Meetings with Administration or Communications Team: Plan communications for events, changes; discuss communication issues & upcoming events	As Needed
Back to School Teacher In-Service: Overview of Communications Plan	Annually
New Teacher Training: Social Media Etiquette and Guidelines	Annually
BOE Meeting: Communications Director Board Report	Monthly
BOE Summary/Board Highlights: Summary of monthly Board of Education meeting	Monthly - within 48 hours following BOE meeting
All Staff Email: Information for immediate release	As Needed
SchoolMessenger: Snow Days, crisis communication, other relevant announcements	As Needed

Audience: External (Parents, Students, Community)

Communication Method/Purpose	Frequency/Date
SchoolMessenger: Snow Days, crisis communication, other relevant announcements	As Needed
Tiger e-News: News, photos, upcoming events, fundraisers, community events, other relevant information	Weekly (Friday)
School Messenger System (Email & Phone): District-wide information/news sharing, information for immediate release	As Needed
HSD App: News, calendar, District-wide information/news sharing, information for immediate release, other relevant announcements	As Needed

# Communication with Audiences Outline (cont)

*(This is a general outline and may not encompass all communication)*

## Audience: Internal & External

Communication Method/Purpose	Frequency/Date
Website: Database Warehouse, Select Announcements, Directory of Staff, Employment Opportunities, Showcase of District, Photos, Forms, etc.	Updated beginning and ending of each school year and as needed
Facebook: News, events, reminders, celebrations, photos <i>Target Audience: Parents, Grandparents, Community Members/Businesses</i>	Daily
Instagram: News, events, reminders, celebrations, photos <i>Target Audience: Students, Younger Parents</i>	Daily
Twitter: News, events, reminders, celebrations, photos <i>Target Audience: Athletics, Potential Employees, Other Schools, News Media</i>	Daily
LinkedIn: News, events, reminders, celebrations, photos <i>Target Audience: Potential Employees, Businesses</i>	Daily
Press Releases: Celebrations, news, awards, etc.	As Needed

## Weekly Social Media Plan

Monday: Motivational Monday	Facebook, Instagram, Twitter, LinkedIn
Tuesday: Tiger Tuesday Spotlight (staff member feature)	Facebook, Instagram, Twitter, LinkedIn
Wednesday: Wellness Wednesday	Facebook, Instagram, Twitter, LinkedIn
Thursday: Throwback Thursday	Facebook, Instagram
Friday: Tiger e-News	Facebook, Twitter, LinkedIn
Saturday: Did You Know? (facts about various topics)	Facebook, Instagram, Twitter, LinkedIn
Sunday: TBD	TBD

## Communication of Administrative Assignments

The Hollister R-V School District recognizes the need for clear communication to staff of where to seek help for various needs. This list is intended to help achieve clear communication and success for all.

<b>Program</b>	<b>Administrator</b>
CSIP (Comprehensive School Improvement Plan)	Sandy Leech
Curriculum Coordinator	Sandy Leech
District Employee Recognition	Sean Woods
District Program Evaluations	Sean Woods
District Web Page	Sean Woods/Kim Connell
Federal Programs/Title	Vickie Daniels
Homeless/ESL/Migrant	Sandy Leech
Information Security Officer	Sean Woods
LASO (Local Agency Security Officer)	Sean Woods
Masters Program	Sandy Leech/Brian Wilson
MSIP Coordinator	Sandy Leech
Professional Development	Sandy Leech
Safety Director	Sean Woods
Summer School Director	Sean Woods
Title VI, IX, ADA	Brian Wilson

## Communication of Administrative Assignments (cont)

The Hollister R-V School District recognizes the need for clear communication to staff of where to seek help for various needs. This list is intended to help achieve clear communication and success for all.

<b>Program</b>	<b>Responsible Person</b>	<b>Supervisor</b>
A+ Coordinator	Mark Leighty	Terry Jamieson
Athletic Director/Activities Director	John Burgi	Terry Jamieson/Sean Woods
Athletic Director MS	Rachel Hodges	John Burgi/Jared Terry
Care for Kids	Rachel Hodges	Sandy Leech
Communications	Kim Connell	Brian Wilson/Sean Woods
Custodians	Building Administration	Sean Woods
Custodian of Records	Stephanie Hale	Brian Wilson
District Psychological Examiner	Shannon Donathan	Sandy Leech
District Testing Coordinator	Tonya Nash	Sandy Leech
ESL (English Second Language)	Marta Nangle	Sandy Leech
Food Service	Thursey Bray	Sean Woods
Foster Children	_____	Sandy Leech
Gifted	Cathy Dalton	Kristina Smith
Grants	Superintendents	Brian Wilson
Health Services	Mary Blackwood	Sean Woods
Homeless	Teresa Gross	Sandy Leech
ISS (In School Suspension)	Max Free	Terry Jamieson/Jared Terry
Maximus	Tara Farquhar	Kristina Smith
Medicaid Billing	Tara Farquhar	Kristina Smith
MNEA (Missouri National Education Association)	Jenny Hernandez	
MSTA (Missouri State Teachers Association)	Amanda O'Neal	
Professional Development Committee Chair	Jenny Hernandez	Sandy Leech
PAT (Parents as Teachers)	Amy Jo Kilgore	Mark Waugh
Public Relations	Kim Connell	Brian Wilson
Special Education	Kristina Smith	Sandy Leech
STAR	Jeff Engel	Terry Jamieson/Mark Leighty
Technology	David Milligan	Sean Woods
504 Coordinator	_____	Kristina Smith





# Crisis Communication Plan

Created August 2020

## A. Forward

This plan covers communications before, during and after a crisis situation, as well as tools and tips. While we cannot completely plan for every crisis situation, being well prepared for the possibility of such incidents not only raises the confidence of stakeholders in our school, it also lessens the probability that certain crisis situations will occur.

## B. Crisis Communication Plan Goals:

1. Free up school personnel to do their most important job: taking care of students and staff.
2. Disseminate accurate information as quickly as possible.
3. Keep a crisis from escalating due to lack of communication.
4. Inform staff, parents, the community, and other stakeholders directly, as well as being responsive to the media.
5. Manage information flow to avoid accidental disclosure of premature, incorrect, hypothetical or confidential information.
6. Achieve coordinated communications, both internally and externally, regarding safety issues and crisis management.

View the full [HSD Crisis Communication Plan](#).