



2016-2020 Goddard Public Schools Communication and Engagement Plan WORKING DRAFT

The 2016-2020 Communication and Engagement Plan helps guide community relation initiatives and empowers district staff to advance the goals and strategies of the Goddard Public Schools 2014-19 Strategic Plan. The process to develop the communication and engagement plan started in the Fall of 2014 with a “listening tour,” which consisted of 15 facilitated meetings with over 150 students, teachers, administrators, parents and community leaders. It gave our district an opportunity to engage stakeholders in defining “our story,” as a district with a tradition of academic excellence and in pursuit of educational innovation, collaboration, and doing what is best for our students. It also provided a framework for our plan based on the needs identified from partners in our community.

We asked strategic questions related to what participants felt was the most important information about our district, how messages are communicated, and what makes Goddard Public Schools the best district in the state. Stakeholders wanted information packaged to concisely relay what is happening in the district and why it is important for them to know. They also discussed how information could be more effectively shared through social media, short videos, and simplified email messages.

During the listening tour, there was consensus that teachers, administrators, and parents in our district are sincerely engaged in student success and the community placed significant value on positive relationships throughout the district. Students described their educational experiences as feeling accepted, safe, and involved at school. The community felt as if there was a clear expectation of “excellence,” at all levels in the district and would support the district in achieving success. A very common characteristic that describes Goddard Public Schools is that we have the opportunities of a large school district, with the feel of a small town, family centered community.

The results of our listening tour was shared at a Goddard Board of Education meeting in October, 2014. The community relations department continued meeting during the 2014-15 school year and developed this 2015-20 Goddard Public Schools Comprehensive Communication Plan.

The five goals of the communication plan are below and are supported by the following strategies and objectives:

1. Develop Ambassadors for Public Education
2. Tell Our Story of Pride, Growth, and Excellence
3. Support the Effective and Efficient Use of Resources
4. Develop Plans for Growth
5. Be Prepared to Coordinate Timely and Accurate Crisis Communications

1. Develop Ambassadors for Public Education

- Build value in public education
 - Create integrated marketing initiatives that showcase exceptional student-centered education and relationships in Goddard Public Schools
 - Coordinate with stakeholders on regional marketing and educational initiatives that support public education

- Foster relationships with area legislators
 - Coordinate opportunities to engage district stakeholders with area legislators
 - Facilitate information sharing with district parent advocacy groups
 - Develop messages for staff, board members and key communicators about state policy

- Enhance the Goddard Public School district legislative platform
 - Create marketing materials annually that showcase legislative priorities
 - Develop strategic communications through messaging and social media
 - Coordinate with local groups to further the district legislative priorities

- Establish key communicators network
 - Coordinate with groups of influential parents, community and business leaders to help disseminate key messages about the district
 - Facilitate meetings between key communicators and the superintendent regularly

- Create a database of district stakeholders (patrons, businesses, community leaders, not-for-profit organizations, etc.) that have an interest in the success of Goddard Public Schools
 - Identify existing community relationships
 - Survey staff to identify engaged parents or community partners
 - Coordinate engagement opportunities for district stakeholders to participate in:
 - Annual community retreats
 - District events and activities
 - Student and staff achievement and recognition

2. Tell Our Story of Pride, Growth, and Excellence

- Create marketing materials to promote the value of Goddard Public Schools
 - Develop brochures, videos, posters, pamphlets, newsletters and programs that describe the world-class education Goddard Public School students are provided
 - Build resources that highlight specific curriculum advancements related to Career and Technical Education; Science, Technology, Engineering, Arts, and Mathematics (STEAM); and innovations in traditional course offerings
 - Construct media that showcase traditions of excellence in:
 - Innovative classroom learning opportunities
 - Achievements in co-curricular and extra-curricular activities
 - Community engagement initiatives that integrate with curriculum
 - Continually update printed and online materials with relevant information

- Use social media effectively to showcase excellence within the district
 - Maintain Facebook accounts with positive, relatable stories
 - Empower building staff to keep information about school events and student/teacher accomplishments
 - Provide detailed information and photos from building events
 - Promote student excellence and achievements
 - Showcase a staff member weekly
 - Schedule new content to appear weekly on each account
 - Manage Twitter accounts keeping all information timely
 - Empower building leadership to manage Twitter accounts
 - Promote upcoming events and activities.
 - Provide highlights of website or Facebook content
 - Promote the “Community Opportunities” page
 - Announce new district information and events
 - Manage YouTube account and create videos about the district
 - Coordinate and publish key messages and important events
 - Encourage student, staff and community involvement in video productions

- Strengthen the content of key communication tools for employees
 - Communicate internally first: Ensure all staff receive accurate information about:
 - Legislative initiatives that impact student learning
 - BOE meetings and district attitude awards
 - Professional Advisory Committee (PAC) building reports
 - Important district events, activities, and awards
 - Community events and opportunities
 - Grants and award opportunities
 - Increase opportunities for face-to-face communication with staff
 - Provide social media training that empowers staff to help “tell our story”
 - Facilitate engagement opportunities for staff to discuss educational excellence

- Develop tools and resources to help administrators become more effective in their roles as communicators for the district
 - Provide communication and assistance to school administrators and staff as needed for:
 - Webpage design
 - Social media management
 - Marketing materials for events and activities
 - Video productions
 - Provide resources to enhance school based newsletters that are distributed to parents
- Improve the public's knowledge, perception, and trust in the district
 - Develop resources to improve staff's relationships with the community by:
 - Enhancing social media presence
 - Meaningful engagement with community leaders and organizations
 - Evaluate stakeholders needs in order to develop relative content and materials
 - Identify news and content that can be published to keep stakeholders informed
- Create a strong presence with the media
 - Provide media training to help administrators share information and strategic messages
 - Provide training as needed to prepare individuals for media interactions
 - Build relationships between the district and media and ensure that coordinated, timely, and accurate information is shared
 - Leverage local media sources to distribute district information

3. Support the Effective and Efficient Use of Resources

- Coordinate with Assistant Superintendent of Academic Affairs, principals, and teachers to:
 - Articulate curriculum needs and highlight innovative education in the district
 - Support teachers to engage with outside presenters on content specific subjects
 - Identify and coordinate grant opportunities that align with curriculum and strategic plan goals and leverage partnerships to achieve successful applications
- Provide the Assistant Superintendent of Human Resources and student services, principals and directors with:
 - Tools and resources to recruit, develop, and retain highly qualified staff
 - Support applications for staff eligible for honors and awards
 - Communications that highlight staff achievement and success
- Support the Goddard Education Foundation (GEF)
 - Manage information for the GEF
 - Identify the needs and investment opportunities throughout the district
 - Promote GEF activities or events, and assist in marketing and fundraising goals

4. Develop Plans for Growth

- Manage district wide student recruitment, enrollment and registration activities
 - Provide tours and resources to families considering moving to Goddard Public Schools
 - Coordinate enrollment events and activities for new families in the district
 - Organize annual online-registration process for building registrars and parents
- Coordinate research and information on projects that provide all students with facilities that ensure a safe and secure learning environment and meet the long term needs of the district
 - Develop engaging resources that foster an understanding among all stakeholders of the district's needs in the areas of safety, facilities, technology, and curriculum

5. Be Prepared to Coordinate Timely and Accurate Crisis Communications

- Plan and prepare crisis-communication tools that ensures the public and staff are informed, safeguards student and staff privacy, maintains safety and protects the educational process
 - Coordinate with the appropriate staff on the districts emergency messaging to communicate via phone, text messaging, and email
 - Create an emergency school closure alert on the website and social media
 - Maintain an emergency school closure and alert phone line and call list
 - Develop a partnering agencies calling list for specific emergencies
- Develop timely and accurate information to be distributed in the following order:
 1. Parents of students directly impacted
 2. Internally to administrators, teachers, and staff in the immediate school or district wide
 3. Parents of students in the school impacted or district wide
 4. News Media