Boot camp agenda

Communications ready for 2016!

Objectives
What do you want to accomplish?

Messaging
What do you want people to know?

Planning
How can you make your communications strategic?

Tools
What channels/tactics work best?
What does the district provide?
What’s the latest?
What do you want people to know about your school or department?

Our parents are welcomed, active and essential to providing a complete education for each child.

We are a STEM school where kids can dream big. We’re not just preparing future workers. We are preparing leaders who engineer a better world.

We protect our schools’ reputations of excellence. Why? Because we believe healthy public schools are the foundation to a thriving community.
Elevate the conversation to talk about the common goals for each child, before talking about the ways to achieve them.
First and foremost, give parents confidence in their decision to send their child to your school by delivering emotional outcomes with education outcomes.

Lessons from the Neimand Collaborative
www.wcpss.net/public-school-messaging
Illustrate the *every day miracles* happening in your schools—stories about *moments of transformation* will change perceptions about your value.

What is your message?

Lessons from the Neimand Collaborative
www.wcpss.net/public-school-messaging
"A goal without a plan is just a wish."
What are your communication challenges?

- What are the barriers to improving dialogue with your key stakeholders?
- Have there been misunderstandings because information isn’t transmitted as smoothly as it could?
- How can you better engage staff? Parents? Students? Schools? Principals?
- Do parents know why you are the best choice for their child?
- When you can’t give parents what they want, do they feel heard?
- Are you reaching prospective parents effectively?
# Communication Planning

> Download at [www.wcpss.net/CommunicationPlan](http://www.wcpss.net/CommunicationPlan)

<table>
<thead>
<tr>
<th>Audience</th>
<th>Objective</th>
<th>Key Message</th>
<th>Channel / How Delivered</th>
<th>When Delivered</th>
<th>Who Delivers</th>
</tr>
</thead>
</table>
| Internal | - Leadership team  
- Staff | - Why are we communicating? What result do we want?  
- What is the single compelling idea you want remembered? | - Website  
- SMS/Mobile  
- Automated Phone Call  
- Email  
- Social Media  
- Video  
- Parent Flier  
- Parent Letter | - When is this message the most timely? | - Who is the best person to share this message? |
| External | - Parents  
- Students  
- PTA/Parent leaders  
- Community groups | | | | |
What are your communication goals for this year?

- Improve school website
- Improve/enhance social media
- Start a principal’s blog
- Improve teacher/parent communications
- Increase amount of content pushed to parents
- Be more responsive to the communication needs of stakeholders
Communication Channels

An integrated approach with time-tested tactics is your best formula for successful communications.

- **Website**: Schoolwires
- **Social Media**: Facebook and Twitter
- **SMS and Mobile Alerts**: Push Notifications
- **Video**: Youtube, Vimeo
- **Automated Phone Call**: School Messenger
- **Parent Fliers**: Peachjar
- **Email**: School Messenger
- **Written Letters**: Templates
Communication Channels

Consider the following chart for recommendations on when to use what channels depending on the type of information being delivered.

<table>
<thead>
<tr>
<th></th>
<th>Website</th>
<th>SMS and Mobile Alerts</th>
<th>Automated Phone Call</th>
<th>Email</th>
<th>Social Media</th>
<th>Video</th>
<th>Parent Fliers</th>
<th>Parent Letters</th>
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</thead>
<tbody>
<tr>
<td>Crisis/Emergency</td>
<td>✔</td>
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<td>Public Relations</td>
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<tr>
<td>Special Announcements</td>
<td>✔</td>
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<td>✔</td>
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<tr>
<td>Forms/Documents</td>
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Communication Channels

Website

✔️ **Notice bar**
Use sparingly. Link for more information.

✔️ **Principal’s Blog or School News**
Use Headline and Features App on Homepage

✔️ **Alert Bar**
Call Communications to use during emergencies.

✔️ **Calendar**
New feature allows you to merge Google Calendar!
Communication Channels

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Communication Channels

Website

New Magnet school template coming this fall.

- Large banner image or video
  Focus potential families on the school experience

- Lead form
  Capture potential families before they leave your website.

- Longer, scrolling homepage
  More homepage opportunities to share theme or program information.
## Communication Channels

### New School Messenger Platform

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### Online channels should drive communication strategy.

1. **81% of parents prefer to receive school-related news via email.**
   - Shift your weekly message to email and web.

2. **72% of parents prefer mobile alerts and phone calls for emergencies**
   - Use mobile alerts sparingly to maximize the impact.

3. **The key to your success is quality data!**
   - Use the new school messenger report to make sure you have accurate email addresses and phone numbers for every parent.
Communication Channels

Parent Portal

1. Parent inbox
   Parents can see notifications from all their students’ schools

2. Mobile Notification
   Parents can review the voice, SMS text, and email messages on one screen

3. Notification Control
   Parents can adjust notification settings by broadcast type
Communication Channels

Social Media

Parents spend an average of 1 hour and 40 minutes on social media per day.

- **Facebook is prioritized in search results.**
  Claim your official Facebook page and encourage your parents to post positive reviews about your school.

- **Have a unified voice.**
  Make sure your school has “official” Twitter and Facebook accounts that represent the entire school community, and not one individual.
Communication Channels

Video

Do

- Use video to highlight the best qualities in your school.
- Use live video to bring parents to your school – virtually!
- Embrace the learning curve.
  
  www.youtube.com/editor

Don’t

- Don’t use for time-critical messages.
- Don’t make it the only tactic.
- Don’t make it long.
Communication Channels

E-fliers using Peachjar

Digitally approve and distribute eflyers directly to parents and have them posted to each school’s website automatically.

- Free use for school and PTA
  School staff and approved parent groups can distribute their eflyers through Peachjar for free.

- Parents receive community fliers in email.
Communication Channels

Letters home, print newsletters

Template available at www2.wcpss.net/face.

- Use print when the message isn’t timely, and requires explanation.
- Repeat message on other channels – web, email and social media.
- Use WCPSS letterhead, and language assistance statement.
Communication Channels

Internal Communications

New intranet, scheduled for Winter 2016.

- **Goal:** One place for everything
- **Includes space for schools to have their own “intranet”**.
- **Staff can access from home.**

Responsive Layout
Communication Channels

Media and community

We are always on the lookout for positive district stories, like:

✔️ Student success stories
✔️ Highly effective teaching
✔️ Events the media are allowed to attend

www.wcpss.net/news-tips