

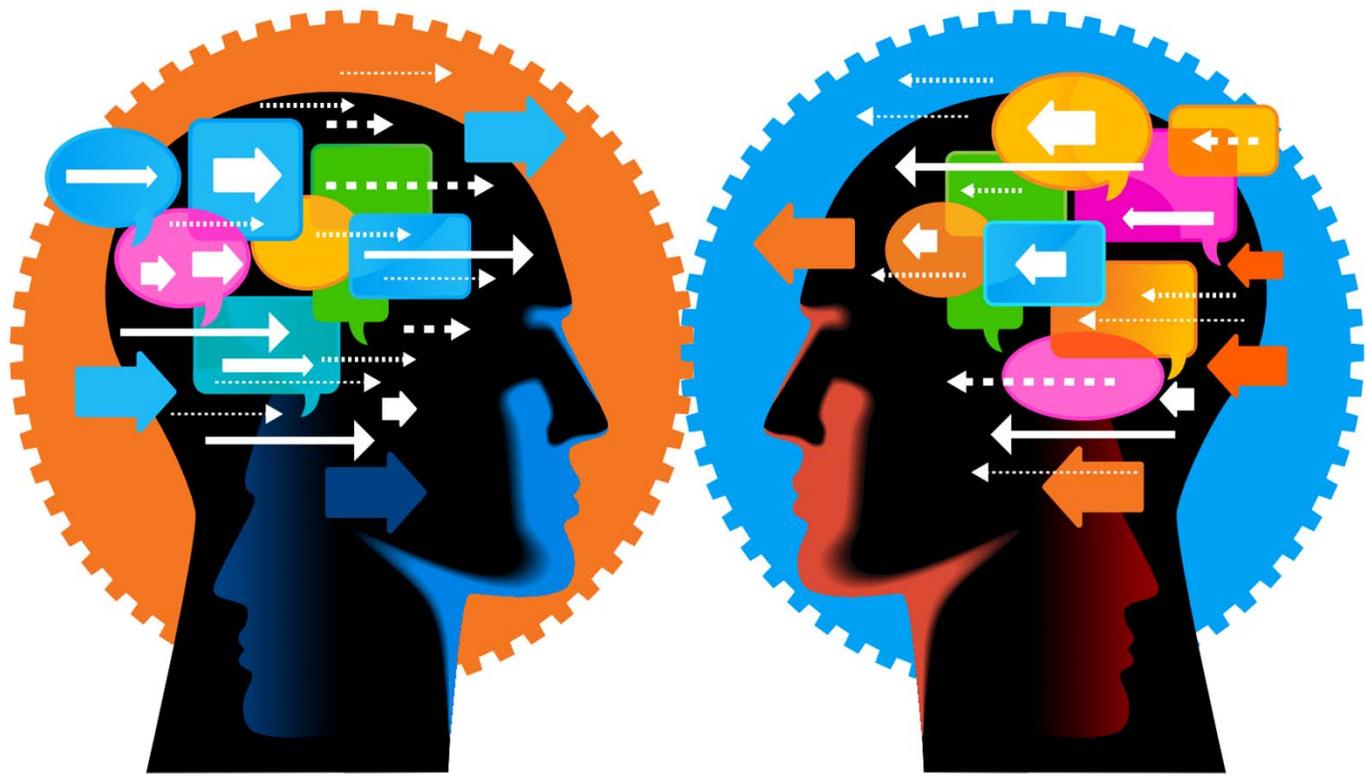
Communication Planning

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Why Communication Planning?



Put yourself in the place of your audience



- What do they need to know?
- What do they want to hear?
- How do they want to hear it?
- Will they hear you?
- How will you know they got the message?

Make this Plan Work for You



- Will this plan be over all and tied directly to CSIP goals?
- What are your district's communication strengths or areas of weakness?
- Does your district have a major issue/project this year?
- What's the purpose of this plan?
- What are your district's Key Messages?
- Is this a one-year plan or longer?

What does a plan look like?



Communications Plan

Communication objectives:

Audience	Message	Channel	Timing

Forms of research

- Phone surveys
- Focus/discussion Groups
- Community engagement
- Online surveys
- Individual interviews
- Coffee klatches
- Using available information from state and national resources



Do Your Research

Find out the answers to these vitally important five questions:

What information needs to be shared?

Who needs to know?

What do they need to know? (Not every audience needs the same thing, but be consistent.)

How do they want to receive the information?

Who is the messenger?

Is a communication audit right for your district?



Determining Audiences: Internal / External



Staff (Certified & Classified)
Students
Government Officials
Parents
Board of Education
Community Members
Booster Groups/PTA
Senior Citizens
Grandparents
Business
Non-Parents
Civic Organizations

Communication Tools & Methods

Website
Email
Social Media
Apps
Letters home
Publications
Mass Media

Mass Media
Large groups
Small Groups
Video
Auto-calls
Personal calls
Direct Mail



Billboards
Local media
Skywriting
Staff
Smoke Signal

Developing your message

Whether it is the primary mission of the district or an important issue facing the schools, it's important that the message meets these standards:

- Clear, concise and consistent
- Strategic / Supports district mission/plans
- Relevant and Accurate: Is supported by data
- Compelling – Simple – Memorable
- Be consistent, but messages can be tailored to the audience
- *As a school district, all of your messages must keep in mind the benefits to students*



Tips and Tricks



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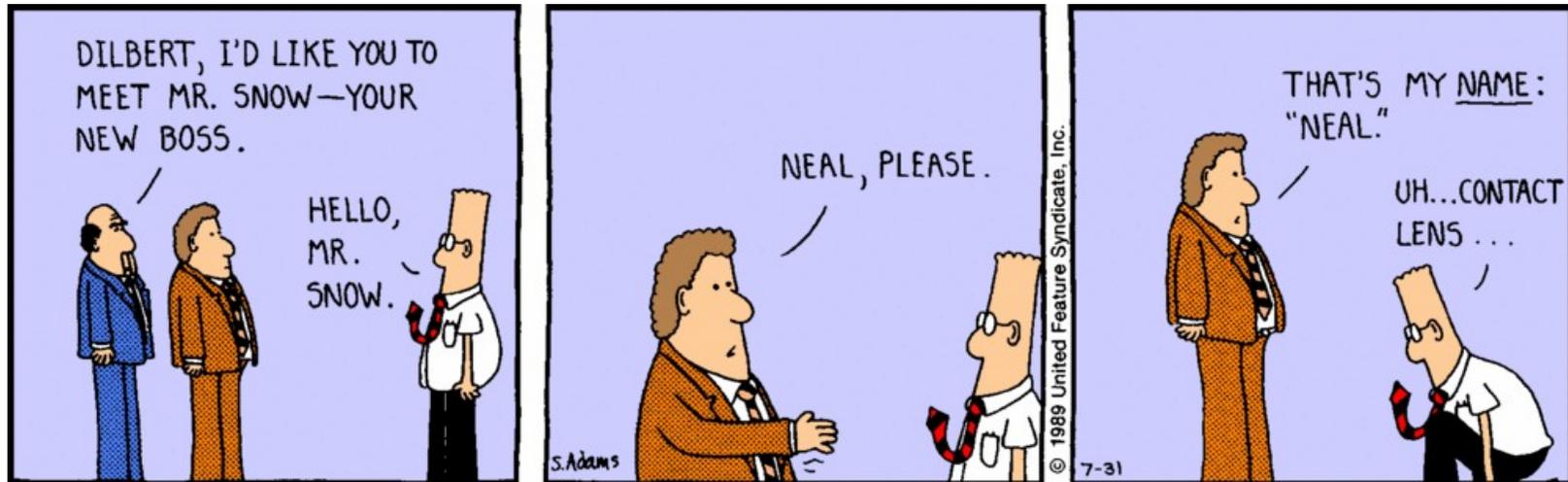
Evaluate

After developing and executing your communication plan... ***evaluate.***



It's one thing to put the message out there, it's another to know if it was heard and understood. Always evaluate and, if needed, follow-up.

Superintendents/Administrators



Bond/Levy

Goal : Enhance staff and community awareness of budget issues facing the district

•Audience: Employees of the District

Objective 1: 75 percent of all employees will have an awareness of budget issues facing the district by October 2011

Strategies	Tactics	Activities	Persons Responsible	Timeline	Budget
Bring staff together in order to have "whole District" conversations	Establish a "kitchen table" group representing all buildings and departments	<ul style="list-style-type: none"> Meet in small groups Gather input from bldgs and depts. Participants hear presentations from bldgs and depts. 	M. Enderle, Principals, Directors, Teacher Organizations	October 2010	No cost
Provide factual and timely information on the budget situation	Use print and electronic media to disseminate information	<ul style="list-style-type: none"> Publish information in district newsletters Share timely information via News on the Go Create a bi-monthly Superintendent's Newsletter Post "kitchen Table" meeting notes in each building/department 	S. Smith, M. Enderle	October 2010-October 2011	\$200 for postage for those without electronic means

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