



APR Cohort: Session 3

Friday, Nov. 15, 2019

11:30 a.m.-1 p.m.

join.me/mospra_director

Phone: [1.404.400.8750](tel:14044008750)

Conference ID: 910-070-824 #

RPIE: Emphasis on Planning





Today's Agenda:

- 1. Welcome & acclimating to Join.me**
- 2. Tips & insights for the panel presentation and exam**
(Susan Downing, APR, Ladue School District)
- 3. RPIE: Planning – Goals, Objectives & Strategies**
(Nicole Kirby, APR, Park Hill School District)
- 4. Scenario Question/Practice**
- 5. Next Steps**

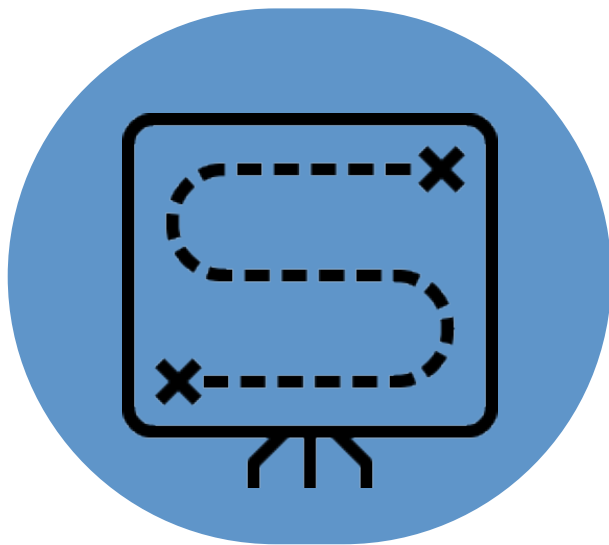




PLANNING: THE 'P' IN RPIE

Nicole Kirby, APR
Park Hill School District

GOALS



OFFICIAL DEFINITION:

“Goals are longer-term, broad, global and future statements of being. Goals may include how an organization is uniquely distinguished in the minds of its key publics.”

IMPORTANT CONSIDERATIONS:

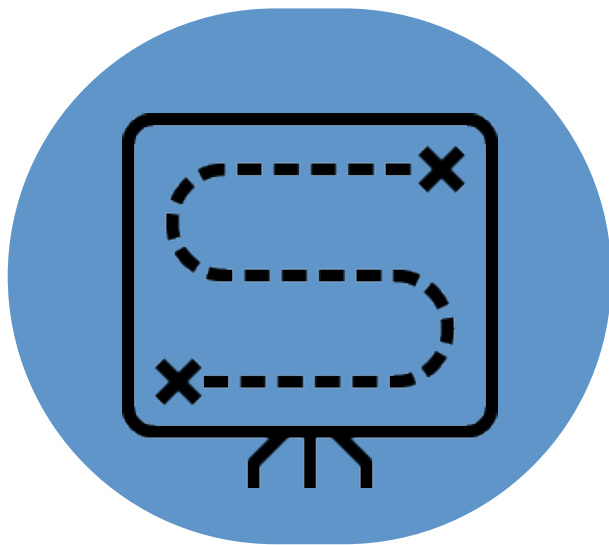
Start with your research.

Align with your district’s goals (CSIP, superintendent’s priorities, etc.).

Think about what you hope to accomplish.

Keep it simple.

GOALS



EXAMPLES:

“We will give more kids access to academic learning and achievement through summer school.”

“We will build support for implementing the instructional vision.”

“All parents will understand the safety upgrades for visitors.”

“Middle-school students will apply for the AVID elective.”

OFFICIAL DEFINITION:

“Publics are groups of people tied together by some common element. Before starting to plan, public relations practitioners need to clearly define groups with which an organization needs to foster mutually beneficial relationships. Objectives need to say which public a public relations strategy is designed to reach.”

IMPORTANT CONSIDERATIONS:

Think about which publics to prioritize.

Think about who needs to change their behavior.

Think about whom you will impact.

Think about whom you should include.

Think about who will care.

KEY PUBLICS



EXAMPLES:

Students

Teachers

Support staff

Families

Residents

Taxpayers

Vendors

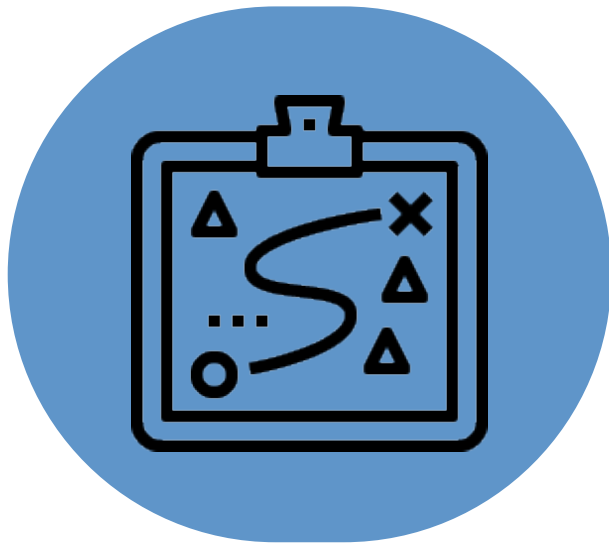
Realtors

Elected officials

KEY PUBLICS



OBJECTIVES



OFFICIAL DEFINITION:

“Objectives focus on a shorter term than goals. Objectives are written after research on all publics is done.

Objectives (1) define **WHAT** opinion, attitude or behavior you want to achieve from specific publics, (2) specify how much change you want to achieve from each public, and (3) tell by when you want to achieve that change.”

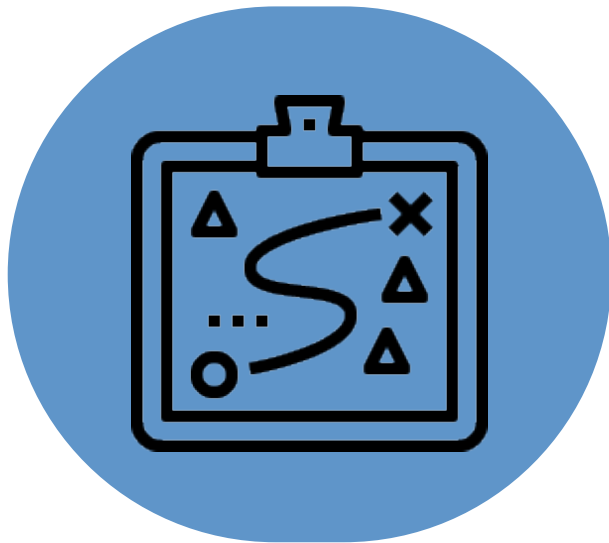
IMPORTANT CONSIDERATIONS:

You will use this later for your **EVALUATION**.

Your objective must be **SMART**:

- Specific
- Measurable
- Attainable
- Realistic
- Timebound

OBJECTIVES



OUTPUT OBJECTIVES:

These objectives measure activities, but don't tell you how well you met your goal.

Least valuable

PROCESS OBJECTIVES:

These call for you to "inform" or "educate."

OUTCOME OBJECTIVES:

These specify changes in behavior or attitudes (awareness, opinion).

Most valuable

OBJECTIVES



EXAMPLES:

We will increase the percentage of community members on our annual Patron Insight survey who say they would recommend the Park Hill School District to their friends and family from 96%, with 67% “very likely” to recommend us, to 96% likely, with 72% “very likely.”

We will inform 100% of our parents about their opportunities to engage with the start times process by the end of the engagement period.

At least 800 incoming sixth graders will attend the orientation on August 6, 2019.

After the teacher trainings in the fall, at least 75% of teachers will respond on a training survey that they feel comfortable implementing the elements of the instructional vision that they learned.

OFFICIAL DEFINITION:

“Strategies provide the roadmap to your objectives.”

IMPORTANT CONSIDERATIONS:

Think about the major themes or approaches you will use to meet your objectives.

Think about which strategies will work for which publics.

Think about how many strategies you will need for each objective and whether they overlap.

If you talk about a channel here, it is as a whole, not specific.

STRATEGIES



EXAMPLES:

Create understanding and support for the instructional vision among teachers

Increase families' awareness of the sixth-grade orientation

Inform families about how they can engage in the redistricting process

STRATEGIES



TACTICS



OFFICIAL DEFINITION:

“Tactics are specific elements of a strategy or tools for accomplishing a strategy.”

IMPORTANT CONSIDERATIONS:

Think about how many tactics you need.

Think about how much time and resources you have.

Usually, this is where you will list the channels you plan to use.

Think about the different ways you could communicate a consistent message across different channels.

TACTICS



EXAMPLES:

Email newsletter

Videos

Presentations

Social media

School newsletters

Public input meeting

Handout

Postcard

Lawn signs

OFFICIAL DEFINITION:

“Activities are details of tactics.”

IMPORTANT CONSIDERATIONS:

Think about how much **TIME** you need and how much to devote to each tactic and activity.

Think about the cost for each tactic and how it fits into the overall **BUDGET**.

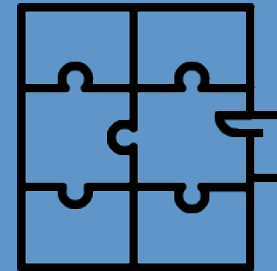
Think about the **MATERIALS** you will need.

Think about how many times you will do each tactic.

Think about when you will do each tactic.

Think about who is responsible.

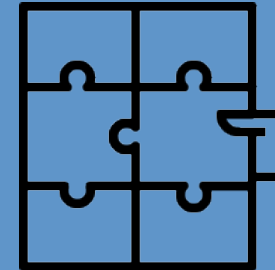
ACTIVITIES



EXAMPLES:

Brochure mailing	EAG Kenwright Amaya	March 31	1 per household K-8 plus 2,000 First-class postage
Superintendent letter	EAG Cowherd Kirby Amaya	April 7	Between postcard and brochure
8.5 x 5.5 Postcard	EAG Kenwright Amaya	March 10	1 per household K-8 plus 1,000 No date so we can reuse

ACTIVITIES



Scenario-Based Question: RPIE

You are the Director of Public Affairs for the State Office of Education. A recent report showed suicide rates for children ages 10-17 have tripled in our state. Your goal is to be the frontline leader in suicide prevention programs in the state. Your office has identified public school students as one of our primary audiences.

Christine Osborne, APR



Which is the best objective for your communication plan? Choose one.

A. Hire a coordinator to conduct suicide prevention programs for students at 50 percent of the schools in the state by September 2020.

B. Increase student usage of the crisis hotline Smartphone app by 60 percent by June 2020.

C. Educate 100 percent of the public school students about the signs of depression, risk factors for suicide and available interventions by October 2020.

D. Ensure that at least 75 percent of public school students have access to a 24-hour crisis counselor by December 2020.



...and the answer is:

- **B**

Rationale: A complete outcomes-based objective defines the opinion or behavior you want to achieve from specific publics, specifies the amount of change and tells you when you want to achieve that change. “B” identifies the behavior change (student use of the app) along with the amount of change (60 percent) and when that change should be achieved (June 2020). The other three objectives contain most of the SMART characteristics but are process-oriented; that is, they inform or educate publics rather than changing their awareness, opinions, attitudes or behaviors. Process objectives identify what your organization will do; outcome objectives identify the change you want to see in your target audience. (APR Study Guide)





Next Up: Session 4

KSA: Research, Planning, **Implementation, Evaluation**

Friday, Dec. 13, 2019

11:30 a.m.-1 p.m. via Join.me

Homework:

EPR: Ch. 13 --Step 3: Taking Action & Communicating

PR Strategies & Tactics: Chapter 7-Communication

Study Guide: Pages: 20-45

