

MOSPRA

**One-Person Office
Comm. Planning Workshop**

June 8, 2016



Overview of today's session



- Introductions
- Communication Planning Overview
 - Audiences, Tools, Research, Msg. Development
 - Templates - Overall Plans, Individual Plans
- Use of Commuter Lots
- Begin work/brainstorming
- Break-Out Sessions/Lunch
- Recap, Review
 - Measurement, Managing Workflow, Best Ideas
- Continuing the Conversation

Breakout Schedule



- Promoting Academics - 11:00
- Using Video - 11:30
- Internal Communication - 12:00
- Senior Citizen Engagement - 12:30
- Staff Celebrations/Recognitions - 1:00
- Community Engagement - 1:30
 - General, Non-Parents, Frequent Voters
- Crisis Communication - 2:00

Make this Plan Work for You



- Will this be 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?

Determining Audiences: Internal / External

Staff (Certified & Classified)

Students

Parents

Community Members

Senior Citizens

Business

Non-Parents

Civic Organizations



Government Officials

Board of Education

Booster Groups/PTA

Grandparents

Internal Communications: “*When the house is on fire, tell those inside first!*”

Staff must be informed of issues that affect them ***first***.

- Builds trust
 - “When the eagles are silent the parrots will jabber.”
(Knocks down rumors)
 - Your best PR team is your staff
- *Special survival note: you really want to tell your board first.*

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

Use research

- Do you have data to help guide your work?
Surveys, SM stats, Feedback
- What kind of information do you need to ensure your work is beneficial?
- Do you need to incorporate a research element into the plan?



Forms of research

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

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*

Overall Communication Plan

Templates

- Overview, Mission, Vision, Belief Statements
- Goals, Objectives, Strategies, Tactics
- Timelines, Who's Responsible, Budget
- Communication Tools/Vehicles



Individualized Communication Plans

- Use for single event, issue, change
- If annual event, can be reused ea. year
- Ex. from MASA & Harrisonville



Time to Work

- Develop your template - “borrow” from those provided or build your own masterpiece
- Begin thinking about areas to address in plan; make a list
- Set a goal for what you want to accomplish during today’s workshop



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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.

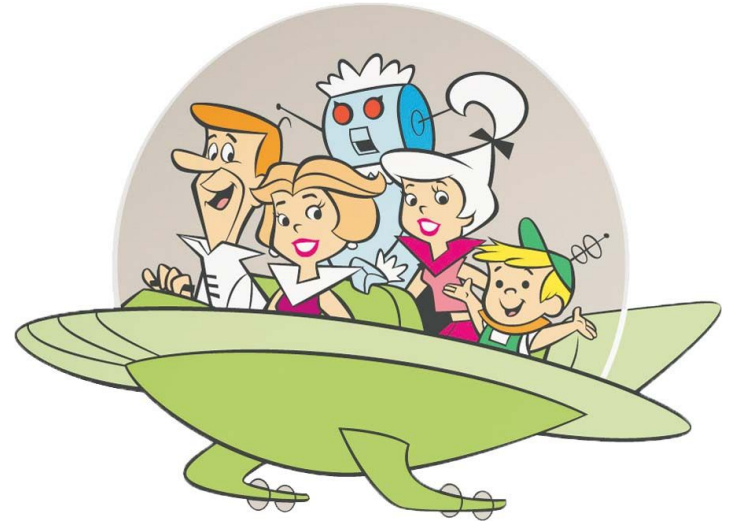
Managing Workflow Discussion

- Tips/Advice/Tools
- What's "not your job"? - What can you take off your plate?
- Spear the Sacred Cow!



Share “the” Great Idea

- What’s the best thing you’re taking away from this session?



Continuing the Conversation

➤ <https://todaysmeet.com/MOSPRACommPlan>

