

COMMUNICATION PLAN

2024-2025



OVERVIEW

The Sunnyvale School District Communications Department tells the stories of our schools and students, fostering pride in the District and engaging our community to support student learning.

The SSD Communications Department follows best practices and benchmarks defined by the National School Public Relations Association. SSD Communications develops its plans to align with and support the district’s promise and goals and monitors its progress through two-way communication with the community.

The SSD Communication Plan identifies goals and strategies for achieving our mission and guides our work.

Table of Contents

SSD Promise and Goals

Research-Informed Communication

Communication Goals and Strategies

Target Audiences

Messaging

Evaluation

Communication Tools and Methods

Budget

Communications Calendar/Timeline

Communications Team

Appendix: Guides and Reports

SSD PROMISE AND GOALS



Our Promise

Every student is known by name, strength, and need, ready to excel in high school and beyond, and to lead a life of joy and purpose.

Strategic Plan Goals

- 1. Students experience an inclusive and nurturing environment.**
- 2. Students receive equitable opportunities for growth.**
- 3. Students demonstrate responsibility for learning.**
- 4. Students achieve mastery of core content areas.**

Equity Statement

In Sunnyvale School District, we believe that equity and anti-racist practices lead to learning without limits. We commit to:

- Addressing the individual supports that each student requires to flourish in partnership with families, staff, students, and the community.
- Mitigating structural barriers and biases that hinder students' ability to thrive and creating a system where success is not determined by identity factors.
- Engaging in reflective practices, including two-way communication with all community members, evaluation of resource allocation, and examination of policy and practice.
- Empowering all learners by recognizing the cultural assets that students and communities hold in order to provide a tailored education with support, access, and opportunities so they reach their full, unique potential.

RESEARCH-INFORMED PLANNING, IMPLEMENTATION, AND EVALUATION

National Research

NSPRA: 7 Critical Function Areas

*The National School Public Relations Association (NSPRA) has identified the primary areas of focus in a school communications program. Through research on best practices and evaluative measures, the **critical function areas** were defined. The status for each area in SSD is indicated on the following page. *See the definitions of the critical function areas below in the Appendix.*

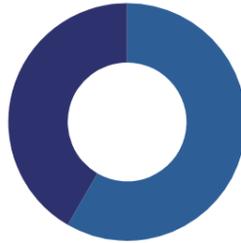
- 1. Comprehensive Professional Communication Program**
- 2. Internal Communications**
- 3. Parent/Family Communications**
- 4. Marketing/Branding Communications**
- 5. Crisis Communication**
- 6. Bond/Finance Election Plans and Campaigns**
- 7. Diverse, Equitable, and Inclusive Communications**

Comprehensive Professional Communication Program



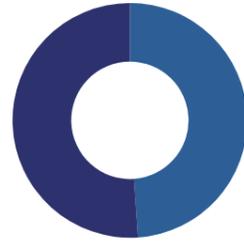
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Internal Communications



EMERGING

Parent/Family Communications



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Marketing/Branding Communications



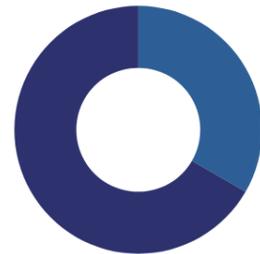
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Crisis Communication



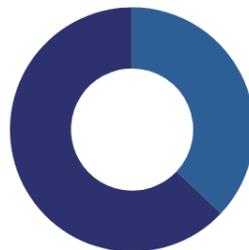
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Bond/Finance Election Plans and Campaigns



ESTABLISHED

Diverse, Equitable, and Inclusive Communications



ESTABLISHED

Regional Research

The Sunnyvale School District Communications Department is a member of the Santa Clara County Office of Education School Communicators Group and participates in quarterly meetings where best practices in the region are shared.

Local - Specific to Sunnyvale SD

Guided by best practices in school communications drawn from nationally recognized sources, the District collects qualitative and quantitative data through a variety of means to inform our communication work.

- Ten school audits measuring 15 areas of communication practices identified a need for best-practices training across the District, unified messaging around student goals and progress, and a unified school social media tool.
- Annual climate and communication surveys show that families and staff have consistently rated communication practices highly. Recent results indicated:
 - 74% reported the District communicates effectively about its priorities.
 - 75% said they receive information they want/need from the District.
 - 83% said they receive the information they want/need from their school.
 - Respondents indicated a desire for more communication about day-to-day operations such as upcoming events, plans for the future, challenges facing the District, and opportunities to be involved.
 - Respondents wanted more communication about student learning goals and how families can support learning at home.
 - Respondents indicated satisfaction with email communication, mobile app communication, and a social media preference for Facebook.

INTENTIONAL PURSUIT OF SUCCESS

Goals

Broad areas of focus that encompass key activities.

Objectives

Measurable outcomes that indicate success.

Strategies

Approaches designed to achieve the long-term goals and objectives.

Tactics

Specific actions, steps, or activities carried out to implement the strategies.

GOALS, OBJECTIVES, AND STRATEGIES

Goal 1: Strategic communication and engagement foster trust and commitment to the SSD's promise for students, staff, families, and the community.

Objectives

Increase the number of families who report the District communicates effectively about its priorities to 76% by June 2025.

Increase the number of families who report they receive information they want/need from the District to 77% by June 2025.

Increase the number of families who report they receive the information they want/need from their school to 85% by June 2025.

Strategies

1. Inform all audiences about programs, activities, and student growth & achievement
2. Provide families with opportunities and resources that are aligned with student needs.
3. Empower staff to be effective communicators
4. Connect with and involve underserved District communities with intentionality.
5. Showcase programs that enhance student growth
6. Offer opportunities for feedback from students, staff, families, and the community to evaluate the effectiveness of communication and engagement

Actions

- Update annual District Communication Plan based on research and feedback
- Share Communications, Web, Social Media, and Brand Guides with appropriate staff in August.
- Survey families on the quality of communications and use feedback to drive content in the Fall and Spring.

- Publish Quarterly e-newsletter highlighting District initiatives and progress toward goals, construction highlights and how taxpayer money is being spent, Board of Education News, celebrations and recognitions, and other articles of interest to the community.
- Implement Social Media Plan (Establish Content Calendar by Month, Post minimum of three times a week)
- Establish a Finance Communication Plan to inform the community about the District's operating budget; how financial decisions affect daily operations, programs, and services; capital projects and bond projects, and how taxpayer money is being spent.
- Communications Department Leads the annual review of the Crisis Communications Plan, sets crisis communication standards, and collaborates with the Crisis Response Team on coordinating tabletop drills at least annually.
- Establish a Family Involvement/Engagement Plan, share opportunities at least quarterly, and involve families in planning how they would like to be involved at the schools.
- Establish an Internal Communication Plan, to ensure staff are aware of the District's Promise, values, goals, and equity statement, and celebrate progress toward goals.
- Provide Resources and training around communication and engagement best practices/strategies to support student learning and set academic and behavioral expectations quarterly
- Ensure communication materials are translated into every primary language used at home for demographic groups representing 5% or more of student's families.
- Ensure all videos are closed captioned.
- Research regional and national best practices for school communications and engagement.
- Establish opportunities at the District level for families to develop their skills, self-confidence, and contacts, and provide tools and support for schools to create similar opportunities.

Goal 2: Strategic and elevated marketing promotes SSD's promise fulfillment through thoughtful publications, campaigns, and multimedia production.

Objective

Develop and implement a Brand Ambassador program that enlists 20 participants by June 2025.

Strategies

1. Inform all audiences about programs, activities, and student growth & achievement
2. Empower staff to be brand ambassadors
3. Targeted advertisements during the enrollment period highlighting under-enrolled schools
4. Coordinate/facilitate Customer Service Training for staff
5. Educate local Realtors on SSD's promise and achievements

Actions

- Marketing Plan to highlight lowest enrolled schools and Juntos Nov-Feb.
- Quarterly webmaster meetings to ensure websites have useful, up-to-date, and ADA-compliant information.
- Review website, mass notification, and social media analytics to inform future communications.
- Update and Share Brand Guide, identify brand ambassadors at each site and in each department, provide training
- Research new advertising opportunities most relevant to our community
- Biannual mailer highlighting District progress toward its goals and how funds are being spent (Fall, Spring)
- Social Media Enrollment Campaigns Nov.-Feb.
- Develop and Implement a Realtor Brand Ambassador Program
- Update information on platforms such as GreatSchools!, Niche, and NextDoor
- Videos highlighting the Strategic Plan, our promise, values, and progress toward goals.

Goal 3: Authentic Public Relations will improve the District’s reputation and transparency with the public.

Objective

Increase the percentage of community members who report a favorable opinion of SSD to 40% by the end of June 2025. (Based on FUHSD’s Annual Community Survey of District voters) (37% in 2022)

Increase the percentage of community members within the District who report a favorable opinion of SSD to 50% by the end of June 2025. (47% in 2022)

Establish a baseline of community satisfaction with their partnerships with us.

Increase the percentage of staff who report satisfaction with our partnerships.

Strategies

1. Develop relationships with targeted local media.
2. Develop Community Partnerships to support student learning
3. Build relationships with local, regional, and national lawmakers.

Actions

- Media Relations Plan (includes media training for District and School Administrators and a minimum of one news release a month)
- Volunteer Plan (Explore the BetterImpact platform, audit what we are doing, and what the needs are, and plan how to connect volunteers to meet the need to support student learning, support onboarding, recruitment, and recognition.)
- Audit and Evaluate Partnerships, Ensure Diversity
- Conduct a Community Asset Mapping process to identify new community partners that could support improving student achievement
- Inform Seniors about the District and how they can be involved
- Foster relations with community groups and nonprofits such as Sunnyvale Rotary, Chamber of Commerce, Sunnyvale Community Services
- Serve as District liaison to the Sunnyvale Education Foundation, fostering collaboration on supporting student learning in the classroom and at home.
- Participate in Leadership Sunnyvale, research partnership opportunities

- Communicate opportunities to partner via communication channels
- Establish recognition of partners
- Ensure the partnership is mutually beneficial
- Communicate how partnerships benefit students

TARGET AUDIENCES

Our Communications Department will work to address the following members of our Sunnyvale community, as their engagement and support are critical to our success.

Internal

1. Board of Education
2. District and School Site Leadership
3. Certificated Staff
4. Classified Staff

External

1. Enrolled Families
2. Prospective Families
3. Parent organizations and school site councils
4. Registered Voters/Taxpayers/Community Residents
5. Public Entities and Government Officials (Local, State, Federal)
6. Existing Community Partners (SEF, SCS, Rotary, Chamber, Playworks, Starting Arts, CHAC, El Camino Hospital/PAMF, CNC)
7. Potential Community Partners/Businesses
8. Other Key Communicators:
 - Business Community/Realtors
 - Civic Groups/Law Enforcement
 - Senior Citizen Groups
 - Religious Groups
 - Community Groups/Neighborhood Associations
 - Education—neighboring school Districts and local colleges and universities, Private Schools, Charters, early education centers and daycares
 - News Media—news organizations, newsletters, newspapers, flyers, etc.

The District is committed to inclusivity and will continuously evaluate the need for multilingual outreach efforts, as part of its efforts to reach diverse internal and external audiences.

MESSAGES

Families

Together we will build on your child's strengths and support their needs to ensure every child learns, grows, and thrives.

SSD provides students with whatever they need at school, including equitable opportunities and an inclusive, nurturing environment, for every student to learn, grow, and thrive. SSD partners with families to know each student and value their strengths.

SSD students are critical thinkers, effective communicators and collaborators, and resilient lifelong learners.

Our values—Courage, Justice, Joy, Excellence, and Compassion—are the foundation of how we do our work, taking chances and breaking down barriers in pursuit of fairness and inclusivity, setting high expectations, and centering caring and love of learning.

Staff and Faculty

We partner with families and provide students with whatever they need at school, including equitable opportunities and an inclusive, nurturing environment, for every student to learn, grow, and thrive.

We support you in your work to engage families and draw support to provide students with whatever they need.

Community

With your support, we provide students with whatever they need at school, including equitable opportunities for learning and an inclusive, nurturing environment, for every student to learn, grow, and thrive.

EVALUATION

An important aspect of any communication strategy is establishing a process and metrics to evaluate its success on an ongoing basis. To that end, the District will implement several measures to evaluate its communication efforts by the end of this 12-month plan. One such method will be a [review of progress toward goals](#) each trimester.

The goals established within this communication plan reflect District values and objectives as well as data collected from a variety of sources, the most important being our own families.

We will measure our success with evidence and anecdotes collected throughout the year, as well as survey results in the Panorama survey. This data will help us to determine where we are seeing improvements and in what areas we should alter our actions.

The communication survey results will be compared year over year and will cover the following:

- If people feel the District communicates effectively about its priorities
- If they receive the information they want/need from the district/schools
- What they'd like to know more about
- What social media platforms do they use to get information
- What challenges they experience in accessing news and information about the District and its schools
- What's the best way to share information with them

We are also asking teachers, principals, and administrative staff to be as receptive as possible to family concerns and to share ideas with the Communication Coordinator that will boost inclusiveness and connections with families.

The District Communications Coordinator will reinforce an open-door policy wherever possible and use input gathered through conversations with families to further inform goals and actions for subsequent years.

COMMUNICATION TOOLS AND METHODS

Our District implements a variety of communication channels to reach our diverse community.

1. **Printed Materials**
 - a. Brochures—to highlight District programs or provide general District information.
 - b. Mailer—sent out twice a year to voters within our District, our families, local preschools, partners, and local businesses to inform the community about District initiatives, achievement, construction, partnerships, and how to get involved.
2. **Phone/Email/Text Communication**—(SchoolMessenger) is a mass notification tool that gives us the ability to send notices including links to SSD’s latest:
 - a. Publications
 - b. Board minutes, agendas, and notes
 - c. Press Releases
 - d. Talking points, memos
3. **Newsletters**—All schools have weekly or monthly email communication and encourage parents to sign up for the listserv. The District has a quarterly newsletter, the District Digest.
4. **Website**— All schools and departments have websites/web pages that are maintained on a regular basis. Our online archives include:
 - a. Board Agenda/board packet/minutes
 - b. “About SSD Page”
 - c. Press releases
 - d. District Digest
 - e. Master events calendars
5. **Social Media** –Posting weekly a variety of information and resources.
6. **Meetings and informal interactions** - Information gathered through meetings and other interactions with district families and community members informs the Communications Team’s planning for effective outreach and topics to incorporate into measurement tools.

COMMUNICATIONS BUDGET

DATE	AMOUNT	VENDOR	DESCRIPTION
7/1/24	\$17,242.88	PowerSchool	Commo tool/Mass notification/R-M Complete, R-SSD-Main
7/1/24	\$4,721.60	PowerSchool	Extended SMS/Community Newsletter
7/1/24	\$20,603.00	Finalsite	Website & content management system software w/reliable hosting
7/1/24	\$5,000.00	Studio EM	Graphic Designer
7/1/24	\$3,800.00	Graystar	Editing, publishing & distribution of quarterly e-newsletter (Eng & Sp)
7/1/24	\$65,000.00	Pine Press	Mailers, Posters
7/1/24	\$55,200.00	Lighthouse Blue Communications	Communications Work
7/1/24	\$3,800.00	Elizabeth Valle	Translate Communication Digest and other literature
7/1/24	\$600.00	Politcal Data Inc	Mail Data & Mailer
7/1/24	\$5,520.00	Acquia (Monsido)	Website Crawl
7/1/24	\$2,700.00	SCCOE	125 yr Video
TOTAL	\$184,187.48		

COMMUNICATIONS CALENDAR

TO VIEW GO TO:

https://www.canva.com/design/DAFrp_F5-fg/nXOR0z0l29eoDXo-RuVoDg/edit?utm_content=DAFrp_F5-fg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

2024 - 2025 COMMUNICATION CALENDAR

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
<p>EVERY FOUR YEARS MEAL APPLICATION PUSH (2022,2026,2030)</p> <p>PROMOTE INCOME FORM (2023-24)</p> <p>UPDATE WEBSITES (STAFF DIRECTORY, TEACHER UPLOADS)</p> <p>PROMOTE FAMILY ENGAGEMENT NIGHTS</p> <p>DEVELOP COMMUNITY SCHOOLS MESSAGING</p> <p>ADVERTISE JOB FAIR</p> <p>REBRAND PROGRAMS OF CHOICE EXCEPT JUNTOS, V53)</p> <p>PROMOTE STRATEGIC PLAN/LCAP (YEAR-ROUND)</p> <p>PROMOTE BOE MEETINGS MONTHLY</p> <p>PUSH TEXT OPT-INS (9773)</p> <p>UPDATE AND PROMOTE PEACHJAR</p> <p>LAUNCH 125 YEARS VIDEO AT BTS</p> <p>ELLIS GRAND OPENING RIBBON CUTTING EVENT</p>	<p>ATTENDANCE AWARENESS MONTH</p> <p>PANORAMA PUSH</p> <p>PROMOTE STUDENT EQUITY SUMMIT</p> <p>SEPT. DISTRICT DIGEST (UPDATE PARENT EMAILS)</p> <p>QUARTERLY WEBMASTER MEETING (PREP FOR TRANSITION PLATFORMS NEXT YEAR)</p> <p>RESHARE COMMUNICATION GUIDES WITH PRINCIPALS (ANNUAL)</p> <p>PUSH TO KEEP CONTACT INFO UPDATED</p> <p>125 YEARS PROMOTION AT STATE OF THE CITY</p> <p>SOCIAL MEDIA WEEKLY</p> <p>SHARE PRINTSHOP/MAILROOM PROTOCOLS</p> <p>PARCEL TAX INFORMATION PUSH</p> <p>BOARD ELECTION INFORMATION PUSH</p>	<p>FALL DISTRICT BRIDGE (CONSTRUCTION UPDATES)</p> <p>MONTHLY WEBSITE AUDIT</p> <p>PROMOTE BOE MEETINGS</p> <p>COORDINATE PHOTO SHOOTS FOR ALL 10 SCHOOLS</p> <p>POST TO SOCIAL WEEKLY</p> <p>REALTOR OUTREACH</p> <p>COMMUNITY EVENT GRANT DEADLINE</p> <p>PROMOTE AUTHORS WEEK/INCLUSION AND CORE VALUES</p> <p>PROMOTE PANORAMA</p>	<p>BEGIN MARKETING ENROLLMENT</p> <p>UPLOAD BOARD APPROVED ACADEMIC CALENDAR TO WEBSITES</p> <p>QUARTERLY WEBMASTER MEETING</p> <p>PROMOTE BOE MEETINGS</p> <p>NATIONAL NATIVE AMERICAN HERITAGE MONTH</p> <p>END OF TRIMESTER 1 COMMUNICATION REPORT</p> <p>POST TO SOCIAL MEDIA WEEKLY</p> <p>PRESS RELEASE</p> <p>POTENTIAL COMMUNITY PARTNER OUTREACH</p> <p>SHARE PANORAMA RESULTS</p>	<p>CONTINUE ENROLLMENT MARKETING/DISTRIBUTE ENROLLMENT BANNERS</p> <p>DECEMBER DISTRICT DIGEST (DISTRICT INITIATIVE HIGHLIGHTS)</p> <p>HOFFMANN AWARD DEADLINE</p> <p>PROMOTE SCHOOL TOURS</p> <p>PROMOTE BOE MEETINGS</p> <p>POST TO SOCIAL MEDIA WEEKLY</p> <p>UPDATE STAFF DIRECTORY ON WEBSITE</p>	<p>PROMOTE FUTURE CHEFS APPLICATIONS</p> <p>CONTINUE ENROLLMENT MARKETING</p> <p>ADVERTISE PARCEL TAX EXEMPTION</p> <p>PROMOTE GD5H REVIEW NIGHTS</p> <p>PROMOTE BOE MEETINGS</p> <p>POST TO SOCIAL MEDIA WEEKLY</p> <p>ATTEND CITY KINDER READINESS NIGHT</p>

DEPARTMENT
KEY
BUSINESS
FOOD SERVICES
OPS
TEACHING AND LEARNING
HUMAN RESOURCES
SIS, IT
PRESCHOOL SUPERINTENDENT/ BOARD

2024 - 2025 COMMUNICATION CALENDAR

FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
<p>PROMOTE ENROLLMENT</p> <p>TECH PLAN HIGHLIGHTS</p> <p>PROMOTE EQUITY SUMMIT</p> <p>MONTHLY WEBSITE AUDIT</p> <p>CONCLUDE 125 YEARS OF SSD CELEBRATIONS</p> <p>POST TO SOCIAL MEDIA WEEKLY</p> <p>PROMOTE BOE MEETINGS</p>	<p>MARCH DISTRICT DIGEST (DISTRICT INITIATIVE HIGHLIGHTS)</p> <p>PROMOTE BOE MEETINGS</p> <p>END OF TRIMESTER 2 COMMUNICATIONS REPORT</p> <p>POST TO SOCIAL MEDIA WEEKLY</p> <p>PRESS RELEASE</p> <p>QUARTERLY WEBMASTER MEETING</p> <p>SUMMER SCHOOL PUSH (TARGET MIDDLE SCHOOL)</p> <p>PROMOTE FAMILY READ IN NIGHT</p> <p>ADVERTISE HR RECRUITMENT BROCHURE</p>	<p>SPRING MAILER (CONSTRUCTION UPDATES)</p> <p>ADVERTISE PARCEL TAX EXEMPTION</p> <p>GET JUNTOS IN BAY AREA PARENT BILINGUAL SCHOOL GUIDE</p> <p>MONTHLY WEBSITE AUDIT</p> <p>PROMOTE BOE MEETINGS</p> <p>AUTISM AWARENESS MONTH</p> <p>POST TO SOCIAL MEDIA WEEKLY</p> <p>PROMOTE SCHOOL LUNCH MENU ADVISORY MEETING/INCLUSION</p> <p>FOOD QUALITY SURVEY</p>	<p>COLLECT ENROLLMENT BANNERS</p> <p>PROMOTE PANORAMA (APRIL/MAY)</p> <p>START ON GOLDEN BELL APPLICATION</p> <p>EMPLOYEE RECOGNITION BANNERS</p> <p>STRATEGIC PLAN</p> <p>PROMOTE BOE MEETINGS</p> <p>QUARTERLY WEBMASTER MEETING</p> <p>POST TO SOCIAL MEDIA</p> <p>CITY OF SUNNYVALE COMMUNITY AWARDS</p>	<p>JUNE DISTRICT DIGEST (DISTRICT INITIATIVE HIGHLIGHTS)</p> <p>STRATEGIC PLAN END OF YEAR HIGHLIGHTS</p> <p>PROMOTE BOE MEETINGS</p> <p>LGBTQ+ PRIDE MONTH</p> <p>MONTHLY WEBSITE AUDIT</p> <p>END OF TRIMESTER 3 COMMUNICATIONS REPORT</p> <p>POST TO SOCIAL MEDIA</p> <p>UPDATE SSD IN THE NEWS WEBPAGE</p> <p>UPDATE SCHOOL LETTERHEADS</p> <p>RENEW COMM CONTRACTS</p> <p>PHOTOGRAPH PROMOTIONS</p> <p>SHARE PARENT FRIENDLY END OF YEAR FINANCIAL REPORT</p>	<p>PROMOTE SEAMLESS SUMMER FEEDING</p> <p>UPDATE FAMILY HANDBOOK</p> <p>DEPARTMENTS/SCHOOLS COMMUNICATION NEEDS ASSESSMENT FOR THE UPCOMING YEAR</p> <p>MONTHLY WEBSITE AUDIT</p> <p>POST TO SOCIAL MEDIA</p> <p>PRESS RELEASE</p> <p>UPDATE COMMUNICATION PLAN</p> <p>UPDATE COMMUNICATION TOOLS</p> <p>IDENTIFY VIDEO PRODUCTION TIMELINE FOR THE COMING YEAR</p>

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COMMUNICATIONS TEAM

Our communications efforts are guided and overseen by the Superintendent and the following collaborators:

Communications Coordinator

As the District’s lead communication strategist, the Communications Coordinator stays abreast of and implements nationally and regionally recognized communication and engagement best practices, sets department vision and strategies in alignment with the District’s mission, and oversees district-level public relations. Through the implementation of a strategic and operational plan, the Coordinator informs staff, families, community members, and other audiences to create an understanding of District practices to foster trust and support our students’ education.

The Coordinator oversees support staff and collaborates with school administrators and District department leaders to guide effective District-wide communication.

- Lighthouse Blue Communication and Community Relations is a communications consulting firm with 25+ years of experience serving educators and social impact organizations in the Silicon Valley region. The team has deep roots in Sunnyvale and provides both strategic and tactical assistance to support the Communication Coordinator’s vision and plan for communication. Lighthouse Blue has been working as part of the District’s team for more than 10 years.
- School Administrators lead communications efforts targeting their individual school communities and are key partners in sharing critical information for District-wide efforts.
- District-level departments provide content for weekly newsletters and presentations to the community.

APPENDIX

Communication Guides

Includes: Communication Best Practices, Social Media, Website, and Branding can be found in a dedicated Google Folder for Sunnyvale School District Leaders:

<https://drive.google.com/drive/folders/1q9JNLnEkr4Qcl0FsZhqsH9sQUURpwLSw?usp=sharing>

[Communication Options Worksheet](#)

[Mini Communications Plan](#)

2023-2024 Communications Reports

- [Trimester 1 Report](#)
- [Trimester 2 Report](#)
- [Trimester 3 Report](#)
- [End of Year Report](#)

National School Public Relations Association (NSPRA) 7 Critical Function Areas Definitions

1. **Comprehensive Professional Communication Program** - The basis for all communications deployed from a school district. It is rooted in the communications function residing at the executive management level of the district. Communications are systematic, transparent, two-way, and comprehensive. They align with and support the district's goals and objectives. Ultimately, they foster dialogue, collaboration, understanding, engagement, and trust with the primary focus to support student achievement.
2. **Internal Communications** - The school communications program recognizes the invaluable role of all district personnel as representatives of the district. It includes a proactive program for providing them with the skills, information, and resources they need to effectively serve as ambassadors.
3. **Parent/Family Communications** - The school communications program recognizes the relationship between parent/family involvement/engagement and student success. It includes a proactive program to keep parents/families informed about and involved in

their children’s education with the ultimate goal of building collaboration and trust to support student learning.

4. **Marketing/Branding Communications** - Increased competition, declining resources, changing demographics, news media scrutiny, and the importance of public perceptions are just a few reasons schools and school districts need an effective marketing program. Having a well-defined and authentically experienced brand promise as part of the marketing strategy helps position the school district in the community’s mind and supports the district’s vision.
5. **Crisis Communication** - Perhaps no better opportunity exists for school districts to show the effectiveness of their leadership and communication than during a crisis. All eyes and attention will be focused on how the district handles and responds to the crisis at hand.
6. **Bond/Finance Election Plans and Campaigns** - There are specific instances in which school districts must receive voter approval before they can spend any of the district’s existing funds and/or levy a tax to raise funds for specific purposes. Before the board decides to pursue such an option, there are foundational steps for building informed consent through communications on a school district operating budget, capital project proposal, mileage increase or other bond/finance election campaign.
7. **Diverse, Equitable, and Inclusive Communications** - By implementing effective, equitable communications and engagement strategies—for daily communication efforts as well as formal diversity, equity, and inclusion initiatives—organizations can create a respectful, inclusive culture that encourages individuals to share their thoughts and experiences without fear of backlash.