



Santa Rosa City School District Communication Strategic Plan

2024-27

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Agenda

What we'll be covering



- Introduction and Overview
- Goals and Objectives
- Parent, Student and Staff Insights
- External Audiences' Perspective
- Strategies and Tactics
- Measuring Results and Evaluation
- Q&A Session
- Closing Remarks

Introduction & Overview

Setting the stage for success with an overview of the Communication Strategic Plan, and importance of effective communication for district success

- Overview of strategic plan, process
- Parent, Staff and Student Insights and Key Findings
- Guiding Principles



Parent, Student and Staff Insights

PARENT INSIGHTS



- 81.4% parents feel somewhat to extremely informed
- Communication methods: email, text, ParentSquare.
- Preferences: news, events, grades, attendance

STUDENT INSIGHTS



- Strengths: Positive Environment, teacher Recognition, diverse support, student engagement, effective communication
- Challenges: safety concerns, information gaps, misconceptions

STAFF INSIGHTS



- 62.6% employees are satisfied with communication efforts. 87% believe they would be a good ambassador for the district
- Communication tools: email, web, word of mouth/meetings
- Preferences: professional development, benefits, curriculum resources

Key Findings



Overall neutral parent opinion of district; positive opinion about children's education

45% of parents have a neutral, negative or very negative opinion about the district as a whole.

54% of parents have a positive or very positive opinion about the district as a whole.

70.5% of parents have a positive or very positive opinion about the education their children are receiving.



Alignment on high value on diversity and inclusion; lack of alignment on other values

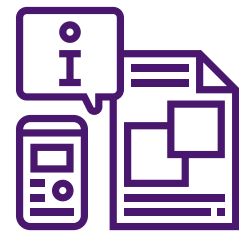
The district and community highly value diversity and inclusion, but there is a lack of alignment between district and community values.



Communication is strategic; district lacks internal capacity for full implementation

While current communications efforts are strategic, they are challenged by the district's internal capacity to be fully implemented.

➤ Key Findings



Audiences feel well-informed through district's varied communications

District uses a variety of communications mechanisms, with varying levels of consistency, proficiency and success.



Opportunities to enhance proactive and consistent engagement

District has an opportunity to provide more proactive and consistent communication, and standardized response timelines.

1

ALIGNMENT WITH DISTRICT GOALS

All communication efforts must be tied to the District's goals.

2

COMMUNICATION'S IMPACT ON ACADEMIC ACHIEVEMENT

Effective communication fosters a strong link between family/community engagement and student academic success, leading to improved GPA, standardized test scores, class enrollment, attendance, and behavior.

3

EDUCATION QUALITY AND EFFECTIVE COMMUNICATION

Effective communication is integral to quality education, as positive reputations and support for a district's programs rely on informed, interactive engagement with staff and the community

Guiding Principles

4

RESEARCH AND EVALUATION IN STRATEGIC COMMUNICATION

Strategic communication requires research and evaluation.

5

EVERYONE AS COMMUNICATORS AND AMBASSADORS

Everyone in the District is a communicator and an ambassador.

6

ENGAGING STAKEHOLDERS FOR STUDENTS

The communication effort should focus on engaging stakeholders to take action on behalf of students

Guiding Principles

7

RELATIONSHIPS OVER PAPER AND MASS MEDIA

Leveraging relationships is superior to paper and mass media for engaging audiences.

8

TECHNOLOGY FOR EFFICIENT COMMUNICATION

Technology is imperative for supporting an efficient, timely and effective system of communication.

9

COMMUNICATION AS A MANAGEMENT FUNCTION

Strategic communication and community engagement is a management function.

Guiding Principles



Goals



Continue to Strengthen and Enhance District's Transparency and Comprehensive Communication Program

Promote the District as a District of Choice for Families and Employees

Promote the District's Diversity and Inclusivity

Enhance and Champion the District as a Unifying Influence in the Community

Enhance Participation and Engagement in District Meetings

Objectives, Strategies & Tactics

GOAL: CONTINUE TO STRENGTHEN AND ENHANCE DISTRICT'S TRANSPARENCY AND COMPREHENSIVE COMMUNICATION PROGRAM

OBJECTIVES

Increase Representation of Student and Staff Voices

Expand Communication Accessibility for Families without Electronic Means

Implement Consistent and Proactive Communication Practices Across School Sites

STRATEGIES & TACTICS

Launch the district's "Hearts and Minds" campaign through video testimonials shared on the website, social media, and newsletter

Implement a targeted outreach program utilizing outreach assistants, printed communications, in-person information sessions

Develop best practices, processes, and protocols through capacity-building, consistent website/newsletter topics, full implementation of ParentSquare

METRICS TO BE MEASURED

Social media posts, views, engagement

Issue resolution

Utilization of practices, # of schools implementing practices, ParentSquare engagement and use

Objectives, Strategies & Tactics

GOAL: CONTINUE TO STRENGTHEN AND ENHANCE DISTRICT'S TRANSPARENCY AND COMPREHENSIVE COMMUNICATION PROGRAM

OBJECTIVES

Strengthen Crisis Communication Protocols

Improve Communication Channels and Customer Service for All Audiences

Address Information Gaps for Employees

STRATEGIES & TACTICS

Enhance the District's ability to provide timely and accurate information during emergencies through capacity-building and adherence to protocols

Tailor communication to audience preferences and needs and establish consistent customer service approaches through implementing feedback, policies, practices, capacity-building, customer service form

Establish or utilize an existing employee committee to provide ongoing feedback on internal communication to simplify internal communications, information sessions, cascading communications to staff, superintendent check-ins

METRICS TO BE MEASURED

Completion of trainings, # of sites adhering to protocols

Survey feedback, issue resolution, # of issues resolved

Employee feedback, consistency in sharing information across all departments

Objectives, Strategies & Tactics

GOAL: CONTINUE TO STRENGTHEN AND ENHANCE DISTRICT'S TRANSPARENCY AND COMPREHENSIVE COMMUNICATION PROGRAM

OBJECTIVES

Improve Transparency and Communication of Committees and Student Group Activities

Increase Communication Office's Capacity to Provide Proactive District Communications and Increased Media Engagement and Coverage of Positive District Stories

STRATEGIES & TACTICS

Implement a communication plan for continuous task forces, committees and student group to provide clear scope of responsibilities, timelines and activities, regular check ins and outcomes and milestones shared with the community

Evaluate the feasibility to increase the staffing for the Communication Office and Increase Cabinet Members' and Principals' Capacity as Key Spokespeople

METRICS TO BE MEASURED

Completion of trainings, # of sites adhering to protocols

of positive stories shared about district on social media, website, news, newsletter

Objectives, Strategies & Tactics

**GOAL: PROMOTE THE DISTRICT AS A DISTRICT OF CHOICE
FOR FAMILIES AND EMPLOYEES**

OBJECTIVES

Showcase Academic and Student
Achievements and Success
Stories

Establish School Brag/Fact
Sheets

Position the District as the Best
Place for Employment

STRATEGIES & TACTICS

Academic excellence showcase,
annual report, success stories
(including alumni), news and
information sharing between
schools

Fact sheets that highlight schools'
programs, schedules, electives
(where applicable), clubs, parent
engagement opportunities

Launch an employment brand
campaign that incorporates
website content, video profiles,
rack cards, employees as district
ambassadors, LinkedIn

METRICS TO BE MEASURED

Local media coverage, annual
report distribution, showcase
attendance

distributed to local realtors,
website views, social media
engagement, school inquiries

Website metrics, video
engagement, material distribution
and feedback, attitudes about
district as an employer, employee
retention

Objectives, Strategies & Tactics

GOAL: PROMOTE THE DISTRICT'S DIVERSITY AND INCLUSIVITY

OBJECTIVES

Celebrate and Communicate Diversity

Communicate Specific Diversity and Inclusivity Practices

STRATEGES & TACTICS

Promote diversity through storytelling, through the “Hearts and Minds” campaign through videos, social media posts, press releases, panels/events

Develop an inclusive practices awareness campaign through infographics, success stories, parent engagement events, student-led projects

METRICS TO BE MEASURED

Social media engagement, video views, newsletter story analytics, media coverage, event attendance

Infographic reach, social media engagement, event attendance, media coverage, # student-led projects

Objectives, Strategies & Tactics

GOAL: ENHANCE AND CHAMPION THE DISTRICT AS A UNIFYING INFLUENCE IN THE COMMUNITY

OBJECTIVES

Establish and promote districtwide shared values

Highlight Opportunities for Community Collaboration and Increase Engagement with Community Partners

STRATEGIES & TACTICS

Develop districtwide shared values through by engaging stakeholders in forums, garnering student insights, and promoting the synthesized values through a comprehensive year-long communication campaign.

Enhance collaboration, consistent dialogue: with city and community partners, active participation in local discussions, structured feedback, utilize district ambassadors alongside organizing inclusive forums, partnering on projects, volunteerism

METRICS TO BE MEASURED

Forum attendance, student engagement, communication reach, survey feedback

of meetings attended, community forum participation, survey feedback, # of volunteers

Objectives, Strategies & Tactics

GOAL: ENHANCE PARTICIPATION AND ENGAGEMENT IN DISTRICT AND SCHOOL MEETINGS

OBJECTIVES

Increase Diverse Representation in Meetings

Encourage Broader Employee Representation on District Committees

STRATEGIES & TACTICS

Diversify parent representation in school committees by employing targeted outreach, offering varied meeting formats, creating an advisory board for inclusive topics, recognizing diverse participation, and utilizing multiple communication channels for wider engagement.

Employee involvement initiative: includes promoting advisory committee opportunities, offering training on involvement benefits and responsibilities, implementing a rotation system for equitable representation, and recognizing committee members' contributions.

METRICS TO BE MEASURED

of parents reached, meeting attendance, participation diversity, advisory board impact

Promotion reach and engagement, participation, rotation system effectiveness, member contribution recognition, committee impact.

1

METRICS TO MEASURE SUCCESS

- Social media engagement, event/meeting attendance, reach, employee retention.
- Parent, student, and staff surveys.

2

EVALUATION PROCESS

Baseline data collection, regular reviews, adjustments based on feedback

Measuring Results and Evaluation

Closing

Collaboration, support, and ongoing feedback are keys to success





Q&A Session

Discussion, clarification, insights

