

COMMUNICATIONS DIVISION CHRONOLOGY

Up until 2010, the DeKalb County School District had a full-blown Communications Department including:

- Public Relations
- Communications
- Partners-in-Education
- Foundation
- Public Cable TV Station

In 2010, the District experienced a \$115M budget deficit and cuts to programs, services, and people were mandated by the BOE. In order to protect the services closest to the students as much as possible, a reduction in force (RIF) occurred that involved many people across central office and in some cases, the school house. Several departments were eliminated altogether and this included the COMMUNICATIONS DEPARTMENT. The entire department was eliminated and communication services were outsourced. The District suffered immensely for several years in the area of Communications with only the TV station remaining intact.

In 2015, when the Board interviewed for the new Superintendent position, they made it clear that they wanted the Communications Division restored to a fully functional public relations and communication services for the District.

The strategic plan for the Communications Division includes establishing the needed positions to address the foundational functions of a full-blown communications service.

Additionally, Board Policy IFBGB, Web Site Online Social Media Publishing Guidelines requires the Superintendent or his/her designee will designate an individual or individuals to serve as the District Online Content Coordinator, responsible for maintaining District-sponsored web sites and social media accounts and for compliance with all DeKalb County Board of Education policies, any implementing regulations, and local, state, and federal laws.