



District Communication Plan

2020-2021 School Year

July 31, 2020

Georgia Cyber Academy serves students in Kindergarten through grade 12, staff members, and parents/learning coaches statewide.

The mission of Georgia Cyber Academy is to provide and support an interactive virtual learning environment to support individualized student-centered educational experiences for students from kindergarten through the 12th grade.

Georgia Cyber Academy Communications, Marketing & Public Relations seeks to support the District's mission by improving communication and building relationships with stakeholders and the community through innovative communication strategies.

Challenges

Maintaining confidence, addressing change, and communicating effectively with all stakeholders and the community while in coordination with school policies and culture

Focus

The Communications and Public Relations department will focus its resources on interpersonal communication supported by communication processes and procedures. The interpersonal communication will build trust within and foster clear communication throughout the district. It is our goal that this focus, in concert with a commitment to be part of a district focused on student growth and achievement, will support a positive district culture, and create proactive, quality communications to stakeholders.

This communication plan will be used as a basis for Communications and Public Relations departmental accountability and provide a framework for the future. This plan is a working document that allows Georgia Cyber Academy to make necessary changes based on the circumstances and needs of the district.

Mission

To build and maintain confidence, increase engagement, address change, and communicate effectively with all stakeholders and the community.

Goal

Meaningful communication encourages stakeholder and community involvement which benefits students and families and increases student growth and achievement. It is our goal to provide welcoming, informative, and engaging communications to all stakeholders and the community with the focus of building and maintaining confidence and engagement while supporting student growth and achievement.

Beliefs

We believe:

1. Georgia Cyber Academy has the responsibility to communicate effectively with its stakeholders
2. Meaningful stakeholder engagement helps achieve district goals
3. Effective communication:
 - a. is a two-way process involving both internal and external stakeholders
 - b. helps support increased student growth and achievement
 - c. is an integral component of a healthy working environment for faculty and staff
 - d. is the responsibility of every faculty and staff member at Georgia Cyber Academy

Desired Behaviors and Attitudes

Internal Stakeholders

- Take pride and ownership in the direction of the district and engage in information on key issues.
- Show mutual respect, trust and understanding, and value all roles within the organization.
- Work as professionals who respect and value stakeholder input and feedback.
- Exhibit district core values of supporting an individualized and differentiated student-centered education while empowering students through collaborative partnerships with students, parents, learning coaches, teachers, and administrators.

External Stakeholders

- Exhibit pride and trust in our school district.
- Stay informed and up-to-date with latest communications and school updates
- Actively participate and engage with external communications

Code of Ethics

Georgia Cyber Academy adopts the National School Public Relations Association's Code of Ethics as outlined below and is guided by the hallmark of professionalism established by this Code of Ethics:

1. Be guided constantly by pursuit of the public interest through truth, accuracy, good taste and fairness; follow good judgment in releasing information; not intentionally disseminate misinformation or confidential data; avoid actions which lessen personal, professional or organizational reputation.
2. Give primary loyalty to the employing organization, insisting on the right to give advisory counsel in accordance with sound public relations ideas and practices; cooperate with other groups while avoiding conflicts with primary responsibilities; object to untenable policies or activities.
3. Be aware of personal influence, avoiding promises or granting of unprofessional advantages to others; refrain from accepting special considerations for influences on organizational decisions; avoid unauthorized use of organizational facilities, resources or professional services for personal gain or for promotion of the candidacy of aspirants to elected offices; forego derogatory acts or utterances against other professionals.

4. Recognize that effectiveness is dependent upon integrity and regard for ideals of the profession; not misrepresenting professional qualifications; give credit for ideas and words borrowed from others; cooperate with professional colleagues to uphold and enforce this Code.

Objectives and Strategies for 2020-2021

Objective	Strategy
Develop clear, consistent messaging that is delivered with a unified brand	Create and implement communication processes and procedures for district and school-wide messaging to include clarity in verbiage and consistency in branding.
Develop marketing which targets potential enrollees while emphasizing the district’s core values, unique attributes, and benefits.	Create and implement an enrollment marketing plan including website enhancements, lead collection system, and various media advertising to target potential students and families in grades K-12 who are interested in enrolling.
Focus communication efforts to engage stakeholders and increase student growth and achievement.	Engage in regular communication with stakeholders by developing a district culture calendar, district blog, engaging on social media, and enhancing the district website.
Improve and enhance the district website.	Rebrand and redesign for ease of user access, to further define school culture, and engage stakeholders through district-specific media enhancements.
Increase and continue to develop effective two-way communication.	Further develop the Faculty, Parent, and Student Advisory Councils, continue to host District Town Hall Parent Meetings, engage with the Parent-Teacher-Student Organization, and provide opportunities for stakeholder and community feedback outside of specific meeting attendance.
Evaluate the effectiveness and components of various communication efforts.	Evaluate stakeholder satisfaction via data through surveys and media engagement analytics.
Manage crisis communications appropriately, timely, and accurately to internal and external audiences.	Work with district administration to disseminate communications to stakeholders, the community, and the media as necessary during crisis situations while following all board and district policies and procedures.

Communications, Marketing, and Public Relations Director:

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