

CAPTURING HEARTS AND MINDS THROUGH INNOVATIVE SCHOOL COMMUNICATIONS

Dr. Jason McKinnon - Superintendent
Easton, Redding, Region 9

Dr. Robert Miller - Superintendent
Oxford Public Schools

CABE/CAPSS Convention 2022



Agenda



Why Communicate?

Communication Tools

Examples of Communications

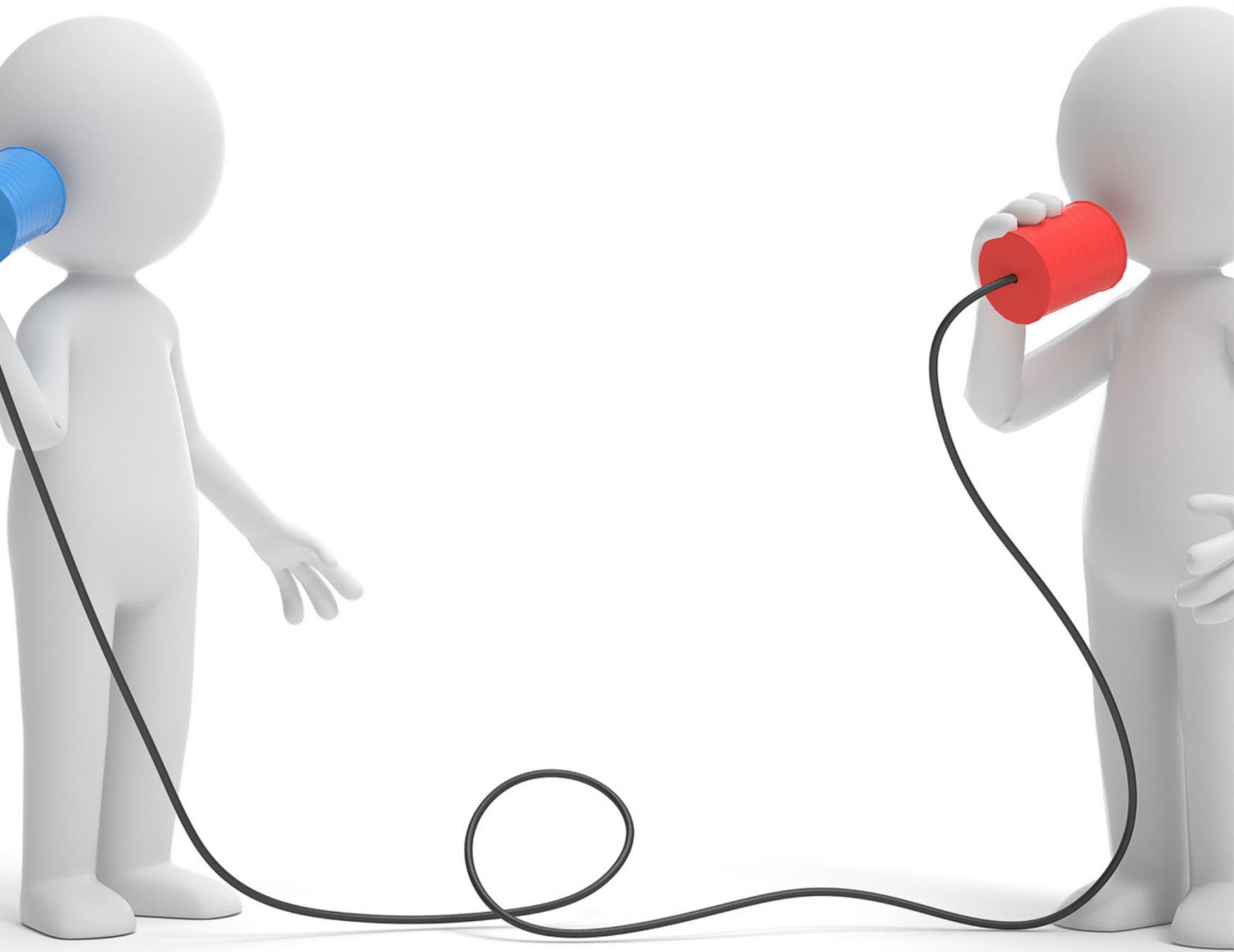
Developing a Communication Plan

Planning for the Unexpected

Survey and Evaluation Your Plan

Communication Tool Demo

Questions and Feedback



Why Communicate?

- Provide information
- Tell your story
- Invite to an event
- Bring alignment and coherence to district work
- Increase stakeholder buy-in
- Improve district culture and morale
- Others?

What Communication Tools Should We Use?

- Emails
- Text Messages
- Phone Calls
- Social Media
- Website
- Local Media Organizations (Newspapers, Radio, and TV)
- Publishing Tools (Canva)
- Mass Distribution Broadcasting Tools (BlackBoard, School Messenger)





Who Are Our Stakeholders?

- Employees
- Students
- Parents and Guardians
- Board of Education
- Town Elected Officials
- Residents (With Students and Without Current Students in District)
- Town Business
- Town Organizations
- Vendors of the District
- Consultants of the District
- Potential Employees



WHO
WHEN
WHERE
How
?
WHAT
WHY



What is Our Message?

- What are you trying to convey?
- What is your story?
- What is your vision for communications and how does each individual message connect to that vision?

Types of District Communications



Traditional

- Emails
- Print
- Phone Calls
- Newsletters
- Website



Social Media

- Facebook
- Instagram
- Snapchat
- Twitter



Video

- Live Video
- Recorded Videos



In Person

- Presentations
- Attend Events

Examples of Communications

Miller's Minutes - Newsletters - FaceBook Live

From the Desk of Superintendent Dr. Miller
May 31, 2022 Issue 6

MESSAGE FROM DR. MILLER



Our lives and work are filled with moments that define us. Events, small and large, can have significant impacts on what we do and how we respond. This past week we were hit by another tragic yet avoidable school shooting. Innocent lives were lost. Colleagues we never met lost their lives doing the same thing we do every day - educate children. There were many mistakes made that led to this unfortunate and devastating event. I know we have invested considerable resources and time into our safety and security plans and systems. However, we can never be too safe or secure in the measures we have in place. The last line of defense is us. Never let behavior go unchecked. Never let a warning sign go unreported. No matter how small something is, it is better to say something than avoid reporting.

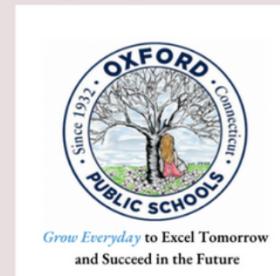
The best line of protection we can provide for ourselves and our students is ourselves. Always remain vigilant of your surroundings. Report when you see something that appears off. Offer suggestions on how we can be safer at what we do. Best of all, support our students and help them feel part of our district. When a child feels they don't belong or don't have a connection to a group of people or an organization, that child tends to gravitate towards risky behaviors or violence. Let's do what we can to establish a safe place for our students and find opportunities to help every student fit in and belong.



All the best,
Dr. Miller

Oxford Vision Statement

What is the vision for our district? I have been asked this question multiple times over the past few weeks. This question is typically followed by what is Dr. Miller's vision for the district. I believe our district is and must be about continuous improvement. Every student and staff member should leave school at the end of the day better at something or knowing more than they did at the start of the day. In other words, we should all grow everyday. I find that simple message, grow everyday, profound, and at the heart of my vision for the district. Therefore, the vision statement we have been using this past year will now be revised to read "Grow everyday to excel tomorrow and succeed in the future."



APRIL TEACHER OF THE MONTH

KELLY HOVAN

Kelly Hovan has been awarded the Superintendent's April Teacher of the Month. Dr. Miller visits Mrs. Hovan's class frequently and is impressed by the warm, welcoming, and positive classroom Mrs. Hovan has created and fosters. The students engage Dr. Miller in conversation about their learning and ask him high-level questions about various topics. There is an energy of excitement to learn that is contagious in Mrs. Hovan's classroom. On top of engaging her students at a high level, it is obvious that she has a very close and positive relationship with each student. Her students respond to her and want to learn.



Examples of Communications

Miller's Minutes - Newsletters - FaceBook Live



This column is a log of the live tweets from our monthly Board of Education (BOE) meetings as written by Dr. Robert Miller, Director of Technology and Operations Development. These are not the official minutes of our BOE meetings, as those need to be voted on by the board, and are posted on our BOE page. We thought you would appreciate the brevity and timeliness that our Twitter feed offers.

Miller's Minutes from 9/09/19

1. BOE: Tonight's 9/9 meeting has begun.
2. BOE: Tonight's meeting began with recognition of the RPS 2020 Teacher of the Year, Suzanne Meyer. Suzanne is a first-grade teacher at Barlow Mountain Elementary School. Congratulations!
3. BOE: Dr. Hannaway is now presenting with a team of teachers and administrators an overview of the Ridgefield Intensive Special Education (RISE) Program.
4. BOE: RISE is designed around a multidisciplinary team making plans for student instruction and supports inside and outside of school.
5. BOE: RISE was designed to be sustainable, evidence-based, integrated with Least Restrictive Environment, Student/Family centered, Multidisciplinary and collaborative,

Developing Your Communication Plan

1

Vision

What is your vision for district communications?
What are you trying to accomplish?
Is there a challenge you are looking to overcome?

2

Tools

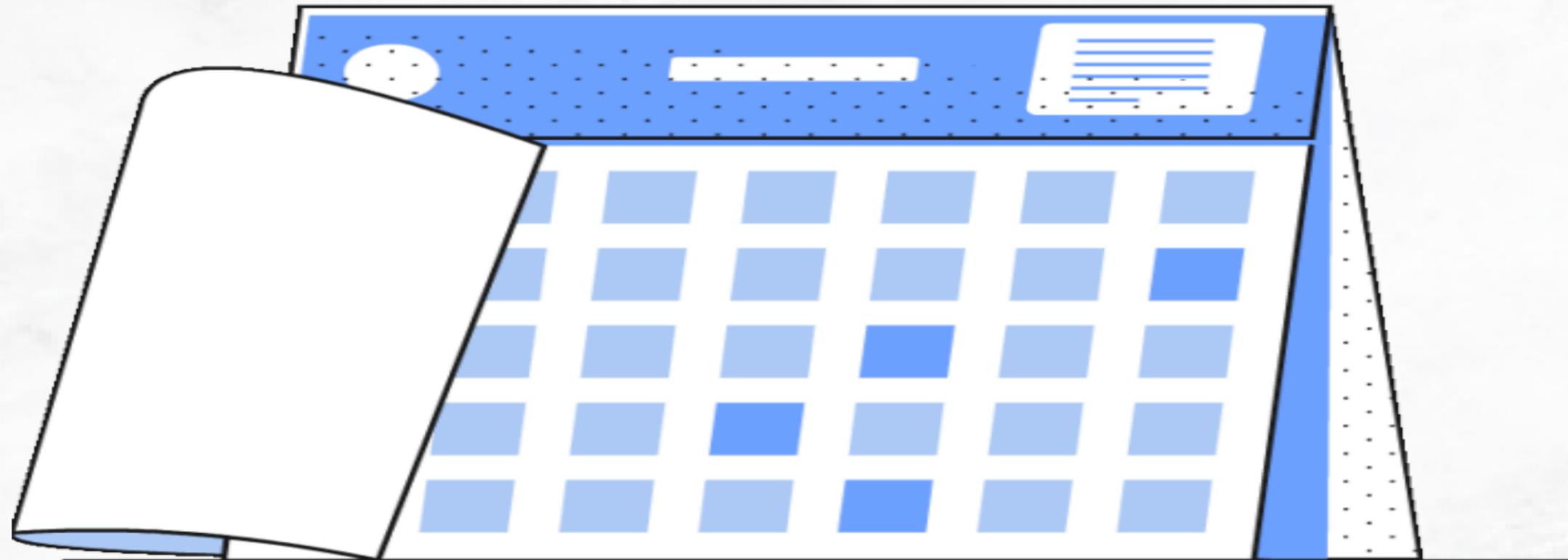
Select communication tools that match your vision.
Select communication tools that your stakeholders use

3

Strategies

Develop goals and strategies to achieve your vision.
Develop actions to achieve your goals
Identify metrics to evaluate your success.

Develop a Communication Calendar



THE OXFORD PUBLIC SCHOOLS

COMMUNICATION PLAN

Internal Communication Strategies and Stakeholder Engagement
2020-2023

DRAFT



Dr. Jason McKinnon
Superintendent

Dr. Rob Miller
Assistant Superintendent

Example of a Communication Plan

- Review plan
- Observations

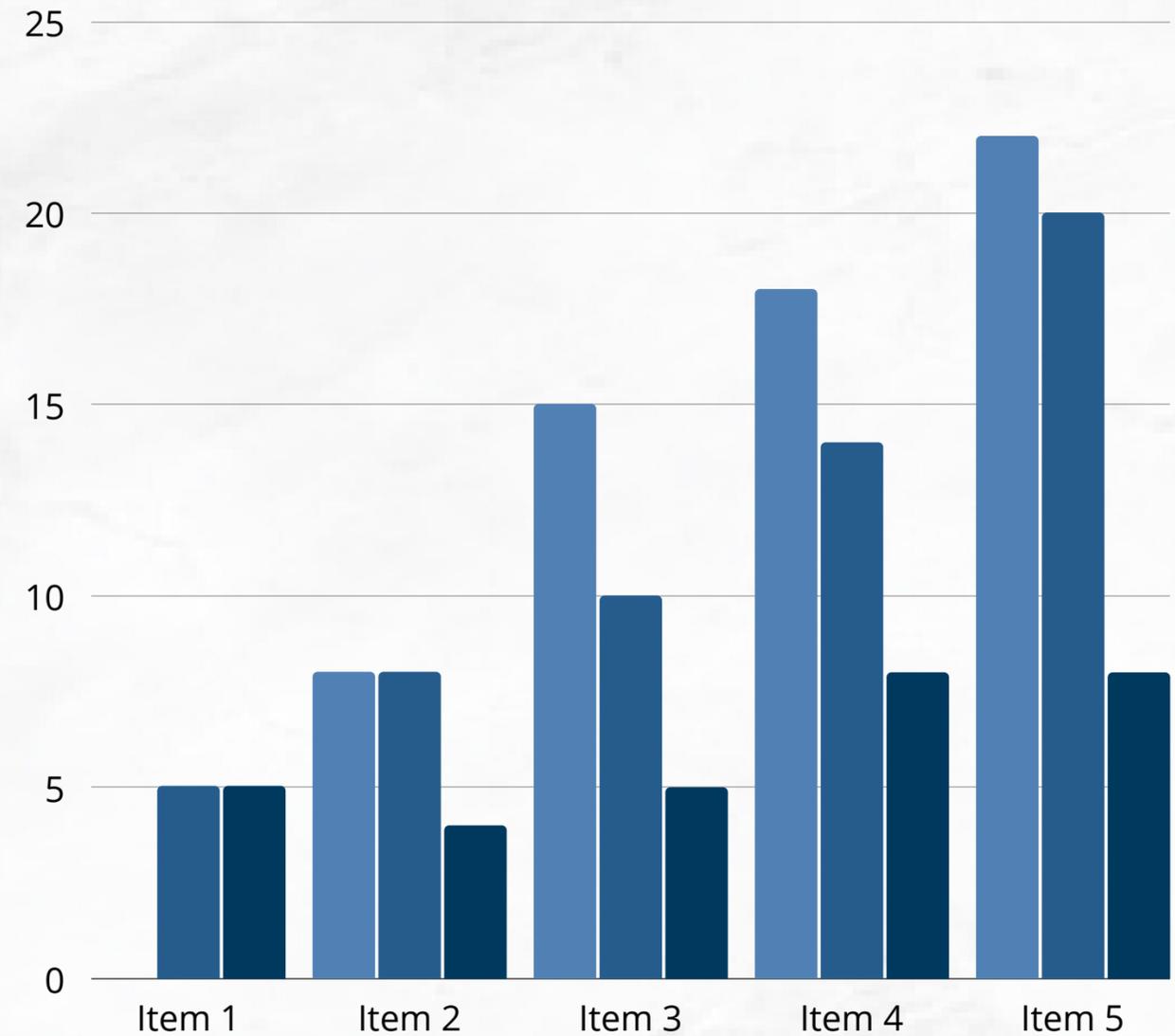


Responding to the Unexpected

- The Rock
- Fox News Story
- Online Petitions
- Social Media Comments

Evaluating Our Plan

Survey Stakeholders
Evaluate our Success
Metrics to Use





Let's Look At Communication Tools

- Canva
- FaceBook Business Suite
- HootSuite
- Other Examples





Thank you!