



Communications Plan 2022-23 School Year

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Crisis communication, including weather and safety concerns, are detailed in the district and school emergency operation plans.

Mission

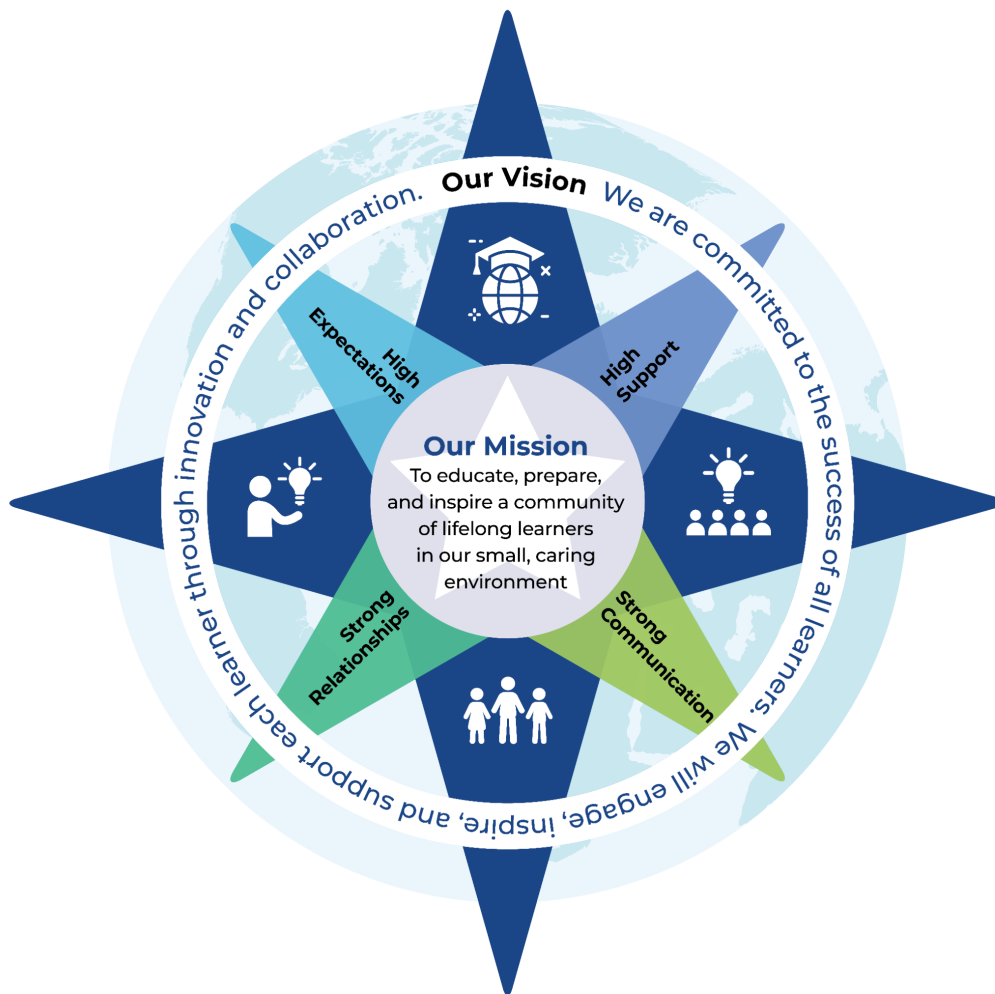
To educate, prepare and inspire a community of lifelong learners in our small, caring environment.

Vision

We are committed to the success of all learners. We will engage, inspire and support each learner through innovation and collaboration.

Strategic directions

We are guided by our strategic directions of high expectations matched with high support for students and staff, and strong communication and relationships with our families and community.



Introduction

The St. Anthony-New Brighton School District is committed to providing strong communication and building long-lasting relationships with our stakeholders: students, staff and the community. To build strong relationships and trust, we believe our stakeholders deserve:

- Timely, accurate and quality information.
- Written communication in their first language.
- Transparency in all of our communications.

The St. Anthony-New Brighton School District has a history of building strong relationships to support the development and well-being of the students in our community. We continue to value relationships and feedback from our stakeholders in order to maintain an open and honest two-way dialogue. This process helps create a strong foundation and understanding of our mission and moves our school district closer to our vision of providing an equitable education.

At St. Anthony-New Brighton, we seek to engage each child at heart level, shine a light on their brilliance and inspire their capacity to thrive in a world that is not yet fully known. We are Ever Brighter.

In our Ever Brighter campaign, we will show our belief that each child can learn at high levels. Through the use of robust and impactful storytelling, we will write creative stories that allow our families and community members to see the great work our school district does. The St. Anthony - New Brighton Communications team, in partnership with CESO Communications, a school public relations firm, will work to create positive content and processes that amplify the achievements of our school district using the Ever Brighter campaign as a catalyst.

The district communications plan was designed to establish and present a clear communications process for effective communication with all stakeholders. It aligns with the district's strategic directions and is incorporated in the [Operational Plan](#).

It is essential that staff are involved in the Communications Plan. Their understanding and support of a clear and unified message with families and the community is essential to our work, and ensures that students are receiving the best possible education. We are planning to create a separate internal staff communication plan which will work towards achieving our goals.

This plan is a working document that is reviewed on an annual basis by the School Board, Superintendent, and the district's administrative team. The district utilizes the plan to stay on-course and maintain accountability with students, staff, families and the community.

Target audiences

Internal audiences:

- Teachers
- Administrators
- Staff
- School Board

External audiences:

- Students
- Parents/guardians (families)
- Prospective students, families
- Wilshire Park Parent Association (WPPA)
- Prospective employees
- Prospective residents
- Neighborhood groups
- Community partners
- General population
- Business leaders
- Civic groups
- Law Enforcement
- Elected officials and City staff
- Faith-based groups
- Media
- Volunteers
- Colleges, Universities
- Private schools, and other school districts

Communication channels

- District and school websites (isd282.org)
- LetsGoHuskies.com (activities, music, academics, athletics site)
- SwiftK12 (text, email, voice):

- Messages from Superintendent Dr. Renee Corneille
- Messages from schools
- Emergency notifications
- Winter and inclement weather closure notifications
- Mailchimp
 - District-wide digital newsletter: ([communications plan](#))
 - Emails from school building admins (weekly)
- Educational learning platforms
- Electronic building signage
- Social Media ([social media plan](#))
 - YouTube – school district video messages
 - Twitter – maintained by Renee Corneille (@SANB282)
 - Activities, athletics – maintained by SAVHS Activities (@SAVHSactivities)
 - Administration – Communications department
 - Teachers (through the use of social media guidelines established by the superintendent and board)

Print:

- St. Anthony-New Brighton School District Nurturing Brilliance newsletter
- Community Services publications

Media:

- Northeast online, print newspaper
- NineNorth (formerly CTV North Suburbs)
 - School Board meetings
 - Activities and athletic events coverage
- City of St. Anthony online, print newsletter called *Village Notes*

Communication goals, objectives and strategies

Audience: Community

Goal 1: Connecting with the St. Anthony-New Brighton community in meaningful ways that align with our values of engagement and transparency.

Objectives	Strategies
<ul style="list-style-type: none"> • Create and maintain connections with community members. • Offer and encourage opportunities for two-way communication. • Facilitate community and St. Anthony-New Brighton engagement opportunities. • Create an overall strategy for social media to guide the use and purpose of the district’s use of social media channels as part of its communications plan. 	Utilize the website to promote the district and its schools.
	Increase district visibility at community events.
	Invite the public to special events.
	Reach out to the community to join district/school focus groups and committees, where appropriate.
	Continue Town Hall events to provide clarity and answer questions during times of change/transition.
	Continue to strategically utilize video communications.
Revisit planned launch of school district on social media platforms. Did not implement due to safety and wellness concerns of platforms for our students.	

Audience: Students and families

Goal 2: Establish consistent and accurate communications with St. Anthony-New Brighton families—students, parents/guardians. Messaging focuses on goals of information-sharing, seeking feedback from stakeholders, or contributing to a decision-making process.

Objectives	Strategies
<ul style="list-style-type: none"> • Develop meaningful communications with students and parents/guardians. • Consistent, equitable messages to families in their preferred language. • Distribute branded content through consistent communication channels. 	Establish expectations for when/how students and parents/guardians will receive updates when decisions involve data privacy.
	Utilizing our student information system to determine parents’ preferred languages in which to send messages.
	Strategic and consistent use of SwiftK12, parent notification system and the website for

<ul style="list-style-type: none"> • Ensure opportunities for students, parents/guardians to provide feedback or contribute to a decision-making process. • Create a superintendent’s council with students as a way to gain insight from students. <ul style="list-style-type: none"> ○ Plan to initiate the council in the first half of the 2022-2023 school year. 	messaging.
	Inclusion in committees and focus groups during strategic planning processes.

Audience: Staff

Goal 3: Clarify the district’s expectations for consistent and accurate communications.

Objectives	Strategies
<ul style="list-style-type: none"> • Utilize district-approved communication channels to communicate with families. • Ensure website content meets accessibility guidelines. • Remain on-brand across the district. • Develop an internal communications strategy as part of the overall strategic communications plan • Develop an overall staff recruitment and retention plan to guide the recruitment and retention efforts of the district. • Conduct a crisis preparedness review to determine the details and effectiveness of current crisis preparedness plans. 	Provide tools, guidelines and resources for how to send communications in a family’s preferred language.
	Checking in with staff on what communication tools work best to serve students and families needs.
	Ensure accessibility and website standards are met, provide training and resources as needed.
	The staff plan will be an ongoing, year-long effort for recruitment and retention and position the district as a positive, equity-driven workplace while highlighting the many benefits that working in schools provide unlike other industries i.e. pension system, health benefits, positive work environment).
	Implement an internal newsletter using the KDS (Know, Do, Share) internal communications model to regularly share information with staff.
	Develop a resource for staff to remain on-brand

	with their communications.
	Include table top training exercises with first responders to clarify the roles and responsibilities of each entity in the event of a significant crisis event, including who is responsible for communicating with stakeholders.

Audience: All

Goal 4: Distribute branded content on a consistent basis through established channels with the St. Anthony-New Brighton community.

Objectives	Strategies
<ul style="list-style-type: none"> Establish trust of information through consistent channels. 	Create district and school overview flyers to use in 2021-2022 school year.
<ul style="list-style-type: none"> Strategic use of channels to avoid overuse/misuse. 	Develop a uniform look of news and information sharing at the district and each school via website and other established and approved communication tools.
<ul style="list-style-type: none"> Brand recognition and consistency. 	Explore utilizing a secure portal for parents, students, and staff to access learning or other resources
<ul style="list-style-type: none"> Develop a marketing strategy, including social media advertising, to retain and recruit students, and promote the courses, programs and services offered by the district. 	Use a storytelling approach to highlight real people within the district and their experiences with programming, success stories, and testimonials.

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