

# COMMUNICATION & MARKETING

## Vision

Our families, staff and community will view Richfield Public Schools as a trusted first source of school-related information and feel well informed through consistent, high quality digital and print communication.

## 2021-26 Goals

### Mid-Year 2023 Progress Report

#### Rating Scale

Level -2: Intervention  
Level -1: High Concern  
Level 0: Baseline  
Level 1: Progressing  
Level 2: Vision

## Belief Statement

### Statement

By producing consistent, engaging and detailed content, as well as responsible marketing materials, we can engage and educate our audience, resulting in a stronger community.

1. We will improve family communication to strengthen the partnership between families and schools.

-2

-1

0

1

R

- Increase the percentage of families reporting a high level of connection to their student's teachers.
- Increase the percentage of staff members reporting that district communication is effective.
- Increase the percentage of families reporting that district communication is effective.

2. We will support the positive reputation of Richfield Public Schools.

-2

-1

0

1

R

- Increase the number of positive news stories about RPS published per year.
- Increase average community engagement with RPS social media posts.

3. We will improve marketing and public relations efforts to increase District enrollment.

R

-1

0

1

2

- Increase RPS website traffic from social media referrals.
- Increase RPS enrollment market share percentage.



**RICHFIELD  
PUBLIC SCHOOLS**

Inspiring and empowering each individual to learn, grow and excel.