



## **Background:**

**From November 2022 - March 2023, Jefferson School District worked with PointNorth to conduct a third-party review of internal and external communications efforts. The purpose of the review is to better understand what is working well and what can be improved in regards to district communications.**

**The comprehensive communications review is designed to:**

- **Evaluate the effectiveness of current communications efforts.**
- **Solicit opinions, concerns, priorities, and strengths of stakeholders who represent various internal and external audiences.**
- **Recommend strategies to enhance communications practices.**
- **Provide a report to help guide priorities and goals for future Jefferson School District communications efforts.**

**This Strategic Communication Plan directly reflects the recommendations from the Point North Communication Audit.**

# Jefferson Communications Department



## Mission

Jefferson's Communication Department will work to prioritize relationship building and two-way engagement opportunities with staff, students, families, and the Jefferson community through available communication resources to support the district's initiatives and mission.

## Vision

Communications is at the heart of Jefferson School District's strategic vision to help promote a thriving, healthy, smart, and innovative community. Our goal is to create a Communications Department that serves the district through its media strategy and response, web design and development, engagement with staff, students, families and the community through direct and indirect communication, social media, podcasting and video production.

Jefferson School District is focused on improving and increasing communication with the Jefferson Families, Staff, and Students. Below are the Focus Areas and strategies we have planned in order to improve communication. There are two different styles of communication that Jefferson District uses:

**Direct Communications:** Targeted communications to specific stakeholders to disseminate information and gather vital feedback. (ES: emails, surveys, crisis communication)

**Indirect Communications:** General communications sent to the overall community to share general information about what is happening within the district. (ES: social media posts, public events, celebrations)

# JSD Communications Department

## Direct Communications:

Targeted communications to specific stakeholders to disseminate information and gather vital feedback. (ES: emails, surveys, crisis communication)

### Focus Area #1

**Prioritize relationship building and two-way engagement opportunities with staff, students, families, and the community.**

### Strategic Goals

### Strategies

**Have a centralized position to focus on district communications, policy and strategies.**

Communications Specialist: Next year we are creating the position of a .5 Communications Specialist. This position will allow JSD to increase not only the number of communications that go out, but also the consistency and quality of both direct and indirect communications.

**Engage the community through surveys and public feedback.**

- YouthTruth Surveys
- Surveys about priorities and goals
- Public Focus Groups

**Create events that allow the public to meet and engage with districts**

- Back to School Night
- Meet the Teacher Events
- Social Events
- Town Hall Meetings

<b>Focus Area #2</b>	<b>Improve clarity, timeliness, and accessibility of communications.</b>
<b><u>Strategic Goals</u></b>	<b><u>Strategies</u></b>
<b>Consistency of District Communications</b>	<p>Create policy and style guides for district communications and publications</p> <ul style="list-style-type: none"> <li>● Spell out all acronyms and don't assume knowledge of educational terms.</li> <li>● Use simple, plain language and utilize headers and bullets to improve readability of written messages.</li> <li>● Have a basic style guide for communications to follow for a consistency of appearance</li> </ul>
<b>Implement a 'bite, snack, meal' approach to communicating about these topics</b>	<ul style="list-style-type: none"> <li>● Provide bite size information about topics via text messaging, social media. Highlights designed to create buzz.</li> <li>● Provide "Snack" emails, social posts that give basic information and details.</li> <li>● "Meals" are Podcasts, Meetings, and Presentations to go more in depth into topics.</li> </ul>
<b>Timeliness of Information</b>	<ul style="list-style-type: none"> <li>● Promote district/school events and activities at least two weeks in advance through all communication channels.</li> <li>● Provide follow-up reminders on events one week before or the week of</li> </ul>
<b>Improve Clarity</b>	<ul style="list-style-type: none"> <li>● If last minute delays or changes are required, communicate the process for reaching the Decision.</li> <li>● Manage and update the JSD style guide to keep the overall appearance of messages consistent</li> </ul>

<b>Focus Area #3</b>	<b>Be mindful of communication needs for Spanish-speaking communities</b>	
<b><u>Strategic Goals</u></b>	<b><u>Strategies</u></b>	
School Representation with LatinX families	<ul style="list-style-type: none"> <li>● Continue to have district and school staff presence at Latino Parent club meetings. Ideally, bi-lingual staff will attend to help build relationships with families.</li> <li>● Supporting the district-wide family night event to share information and have discussions about mental health, bullying, and safety in schools. Have families submit questions ahead of time and potentially partner with community organizations (i.e., Salem/Keizer Coalition for Equality) to help facilitate conversations and/or training.</li> <li>● Promote opportunities to serve on Parent Teacher Committees among Latinx and bi-lingual families. Seek to better understand participation barriers (e.g., interpretation, timing of meetings) and help to find solutions.</li> </ul>	
Make sure communication with LatinX families is clear and concise	<ul style="list-style-type: none"> <li>● Provide dedicated, in-person Spanish translation and interpretation support, preferably at each school, when possible.</li> </ul>	

<b>Focus Area #4</b>	<b>Emergency Communication and Planning</b>
<b><u>Strategic Goals</u></b>	<b><u>Strategies</u></b>
Coordinated communication between WESD crisis teams, MCSO, Parents, Staff and the Community.	<ul style="list-style-type: none"> <li>● Communication Specialist coordinates communication with stakeholders and gets information disseminated quickly and efficiently</li> <li>● Creates standard protocols for emergencies, closure, and other similar events</li> </ul>
Communicate directly with families and staff	<ul style="list-style-type: none"> <li>● Communicates directly with Families and Staff using Blackboard or other communication software to send emails, phone calls, and texts</li> </ul>
Communicate with community	<ul style="list-style-type: none"> <li>● Post consistent and timely updates on social media to keep community informed throughout an emergency situation</li> </ul>
Engage with media as necessary	<ul style="list-style-type: none"> <li>● Communication Specialist acts as a liaison for the district as necessary</li> </ul>
Training and support of policies and procedures	<ul style="list-style-type: none"> <li>● Engages in training, coordination of training and publication of materials needed for emergencies</li> <li>● Keep JSD Safety Manual updated and current</li> </ul>

## Indirect Communications:

General communications sent to the overall community to share general information about what is happening within the district. (ES: social media posts, public events, celebrations)

<b>Focus Area #1</b>	<b>JSD Website</b>
<b><u>Strategic Goals</u></b>	<b><u>Strategies</u></b>
<p>Create a robust dynamic website that makes finding calendar events and information easier</p>	<ul style="list-style-type: none"> <li>● Communication Specialist and IT Director will develop a new website to be rolled out during the '23-24 school year</li> <li>● Website will be updated with news and events in a timely manner</li> <li>● Pictures and images for the site will be updated quarterly to keep the site looking dynamic</li> <li>● Social media will be integrated into the website</li> </ul>
<b>Focus Area #2</b>	<b>Social Media</b>
<b><u>Strategic Goals</u></b>	<b><u>Strategies</u></b>
<p>Use social media to highlight and promote school pride</p>	<ul style="list-style-type: none"> <li>● Student led social media at JHS</li> <li>● Post pictures and videos of school events as often as possible</li> <li>● Highlight student success / celebrations</li> <li>● Recognition of schools and staff</li> <li>● Live streams of student events</li> </ul>
<p>Use social media to disseminate general information pertaining to the community</p>	<ul style="list-style-type: none"> <li>● School related business that pertains to the community and isn't parent specific             <ul style="list-style-type: none"> <li>○ Per the Communications Audit findings from Point North, email will be the primary and preferred method of communications to parents, staff, and students (JSD will respond through FaceBook Direct Messages sent to its account. The JSD Communications Team will respond to comments on our FB posts/page for clarification, if necessary).</li> <li>○ The Communications Team will apply JSD's social media policy, as necessary.</li> </ul> </li> </ul>



<b>Focus Area #3</b>	<b>Celebrate accomplishments and share stories that promote school pride</b>
<b>Strategic Goals</b>	<b>Strategies</b>
District- Promote stories and events that highlight the district, schools, staff and students	<ul style="list-style-type: none"> <li>● Weekly Podcast</li> <li>● Weekly Newsletter</li> <li>● Take pictures and videos to promote events</li> <li>● Post events on social media- Facebook, Twitter, Instagram, and Class Dojo</li> <li>● Include more student voices in celebrations</li> <li>● Continue and improve on Spotlight in Education for Board and social media</li> <li>● Recognition program to celebrate staff <ul style="list-style-type: none"> <li>○ Staff of the month (?)</li> </ul> </li> </ul>
Schools- Promote stories and events that highlight staff and students	<ul style="list-style-type: none"> <li>● Take pictures and videos to promote events</li> <li>● Post events on social media- Facebook, Twitter, Instagram, and Class Dojo</li> <li>● Include more student engagement in media creation and celebrations</li> </ul>