



ENTERPRISE ELEMENTARY SCHOOL DISTRICT



STRATEGIC COMMUNICATIONS PLAN **2024-2027**

*Empowering Every Child, Every Day,
to Create a Better World*



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INTRODUCTION:

About Us

DISTRICT VISION:

**Empower every child, every day,
to create a better world!**

The Enterprise Elementary School District (EESD) Communications Department supports this mission by facilitating communication with internal and external audiences to build a high level of community support and engagement throughout EESD and its schools. The Communications Department supports the District's accountability to its educational partners by highlighting the many ways that EESD is fulfilling its mission and meeting goals set forth by the Board of Education. We believe that a strong public school district utilizes creative, accurate, and proactive communication as the foundation for a truly unified and supported community. Our department serves 9 schools, about 500 EESD staff members, and approximately 3,800 students in TK-12.

Our Team



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KEY AUDIENCES & MESSAGES



KEY AUDIENCES:



Internal

- Board Members
- Administration
- Certificated Staff
- Classified Staff



Extended Internal

- Students
- Parents/Guardians
- Parent Organizations
- School Site Councils



External

- Taxpayers
- News Media
- Community Leaders
- Government Officials

KEY MESSAGES:



Academic Excellence

EESD teachers and staff strive to ensure that their students have the highest quality education possible.



Whole Child Approach

We believe that the best education curriculum addresses a child's emotional, mental, physical, and social health.



Focus on Literacy

High quality teaching practices help students become increasingly skilled writers and readers, speakers and listeners, presenters and viewers.



7 Habits/Leader In Me

Based on the idea that EVERY child can be a leader, this framework teaches 21st century leadership and life skills to students and creates a culture of student empowerment.



COMMUNICATION CHANNELS:

Channel	Audience	Frequency
District and School Websites	Internal/External/ Extended Internal	As needed
Facebook/Instagram	Extended Internal/External	Weekly (or more)
Monthly Minute Message	Extended Internal/External	Monthly (or more)
Principal Sunday Messages	Extended Internal	Weekly
Principal Newsletters	Extended Internal	Monthly
Direct Email (school messenger)	Internal/Extended Internal	As needed
Teacher Newsletters	Extended Internal	Weekly
The Edge	Internal	Quarterly
I.S. Spotlight	Internal	Monthly



COMMUNICATION VISION & GOALS

COMMUNICATION VISION:

The communications department strives to not just exist, but to **THRIVE!** In order to thrive, we must be:

T RANSPARENT

Public education and taxpayer dollars deserve transparency of information. The communications department plays a vital role in establishing a culture of transparency and supporting this value.

H UMAN FIRST

Every EESD message should be communicated through the lens of "how does this benefit our students and their families?" In telling EESD's story, we will highlight our great students we have and the amazing things that they do.

R ELATIONAL

Communication is ineffective in a vacuum. It is meant to be relational and build bridges between people and groups. Key partnerships, both internal and external, strengthen our collective voice and amplify our story to reach farther.

I N REAL TIME

EESD students and families rely on our communication to keep them informed in real time. Whether it's emergency notifications, state-of-education updates, or announcements about district and school events, EESD Comms strives to be the best place to get **TIMELY** and **ACCURATE** information.

V ALUABLE

EESD Communication should never merely add noise to fill space. Every piece of communication should be useful and avoid redundancy by intentionally matching channel to audience every time.

E NGAGING

If value = type and plan, then engagement = quality of content. Excellence in quality will translate to engaging content, and engagement spreads the EESD story faster than we could alone.

2024-2027 COMMUNICATION GOALS:

Goal (Why)	Metric (What)	Strategy (How)
1. Relationship building with internal and external stakeholders	External: Work with local news to highlight positive campus stories.	Build relationships with local news through Participation in North State Communication Professionals group
		Participation with the Northern California CalSPRA region
	Extended Internal: Increase parent survey responses as indicated on the LCAP.	School messenger, MMM, social media
	Internal: Identify and train 1 "Site Comm" to be Social Media and FinalSite admin at each site.	Initial identification and training to ensure each site has a Site Comm and they are up to speed. Quarterly roundup brings Site Comms together to share best practices, discuss new trends, and ask any questions that identify future training opportunities.

2024-2027 COMMUNICATION GOALS (CONT.):

Goal (Why)	Metric (What)	Strategy (How)
2. Accurate and Timely Communication	Update/Create a District Crisis Communication Plan	Attend May 15 CalSPRA training: Build an Emergency Communications Guidebook for guidance
		Improve response times by building bank of pre written communication for common urgent message needs
3. Student-centered messaging that is valuable and engaging	Increase District Facebook and Instagram followings.	Monthly Minute Messages (1/mo)
		EESD Short Stories Video (1/trimester)
		Board Briefs (after each board meeting)
		District Office News: open positions, staff awards, etc.
		Holiday and Event Posts

2024-2027 COMMUNICATION GOALS (CONT.):

Goal (Why)	Metric (What)	Strategy (How)
4. Establishing and fostering a culture of transparency	100% compliance with Brown Act requirements	On time responses to all public information requests
		Continued adherence to required postings around all Board Meetings
	Increase "Yes" responses on Parent Survey "My child's teacher communicates about what students are learning in class and how my child is performing."	Review current teacher communication practices for messaging home to parents.
		Establish best practices for clear and direct updates for family messaging

CONTACT US:

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CONNECT WITH EESD ON SOCIAL MEDIA



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