

Comprehensive Communications Plan

City of St. Charles School District



COMPREHENSIVE COMMUNICATIONS PLAN BACKGROUND

The City of St. Charles School District is committed to honest, transparent and consistent communications with our stakeholders. We understand that maintaining a two-way conversation with stakeholders is essential for building relationships. These relationships are the foundation for a strong school system.

This communications plan is designed to establish a comprehensive and integrated communications process for effective communication. It aligns with the District's goals and is incorporated in the strategic plan.

This plan is a working document that is reviewed on an annual basis by the communications department. In all communications, the Board of Education and SCSD administration strive to disseminate accurate and timely information about district policies, programs, procedures, achievements, decisions and critical issues. We strive to. . .

1. Implement a communications program that helps achieve our strategic goals,
2. Foster strong relationships with district stakeholders and
3. Enable the district to present itself accurately and positively to audiences.

Communications Department Mission

The mission of the Communications Department is to support SCSD in reaching, teaching and empowering all students in a safe, diverse and innovative learning environment by promoting transparent and strategic communications, creating and maintaining positive relationships and amplifying stakeholder voices.

Beliefs

We believe we have a responsibility to communicate effectively with our constituents; that meaningful public engagement supports our goals and that effective communication:

- Is a two-way process involving both internal and external publics.
- Is the responsibility of every employee in the district.
- Supports teaching and learning.
- Helps increase student achievement.

Intent

The comprehensive communications plan is intended to. . .

1. Implement a communications program that directly helps the district achieve its strategic goals,

2. Foster strong relationships with district stakeholders,
3. Provide focus and direction for messages and communications methods in support of the district's goals and
4. Enable the district to present itself accurately to audiences.

Reaching Key Audiences & Desired Outcomes

SCSD is committed to ongoing communication within our schools and with the community. The goals presented in this communications plan are based on meeting the communication goals of these main audiences:

Internal

- Administration
- Board of Education
- Certified staff (teachers, counselors, librarians)
- Classified staff
- Support staff
- School Resource Officers

Families and Students

- Students
- Families
- Parent Organizations
- Student Organizations

External

- Taxpayers
- Senior citizens
- Business leaders
- Faith communities
- Retired educators
- Chamber of Commerce
- St. Charles School District Foundation
- Media
- Alumni
- Gov't officials
- Law enforcement agencies
- Civic groups
- Community leaders
- New residents

- Private and parochial school parents
- Prospective residents
- Neighboring school districts

Desired Behaviors and Attitudes

Through the implementation of this plan, we focus on the following desired behaviors and attitudes:

Internal Audiences

- Take pride and ownership in the direction of the district and keep informed on key issues.
- Show mutual respect, trust, and understanding, and value all roles within the organization.
- Work as a high-performing organization whose employees respect and value customer feedback.
- Exhibit our values of high-quality education for all students, high-quality staff and informed decisions.

External Audiences

- Exhibit community pride and trust in schools and the school district.
- Be involved and engaged in public schools.
- Choose to enroll in SCSD because of its quality and innovative educational opportunities for students.
- Support the SCSD.

Communication Channels

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure a greater impact of messages. The following list details the internal and external communication channels SCSD utilizes:

Electronic

- Website: stcharlessd.org
 - District homepage
 - School homepage
 - Department pages
- Social Media
 - Facebook – City of St. Charles School District
 - Instagram – @StChasCitySch
 - LinkedIn
 - Twitter – @StChasCitySch
 - YouTube – @StCharlesSchoolDist

- School social media pages
- *Newsletter* – external and internal e-newsletter (monthly)
- *SCSD Bulletin* – internal and external emergency news (as needed)
- Google calendars– district, schools
- Peachjar eflyer distribution
- SchoolMessenger
- PowerSchool Parent Portal

Print

- Brochures (as needed)

Media

- STC Now Magazine
- St. Louis Post-Dispatch
- Broadcast stations

Interpersonal

- Administrative Council Meetings (quarterly)
- Chamber meetings

GOALS, OBJECTIVES, STRATEGIES, EVALUATION

1. **Communications Goal:** *Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the City of St. Charles School District.*

District Goals:

CSIP 2019-2024; Strategy 4

CSIP 2019-2024; Strategy 4; Objective D; Strategy 2; Action a

Objectives:

- *Increase and maintain reach through digital media channels.*
- *Increase parent engagement and involvement*
- *Increase family and community knowledge of SCSD student and staff successes as measured by quantitative and qualitative data by the end of 2024-25*
- *Increase opportunities to develop and maintain positive relationships with local, regional and state officials and agencies*

Strategy	Audience	Person Responsible	Timeline
Share good news stories about staff achievements on social media	Families Staff	Mickie	Ongoing

	Students Community		
Share good news stories about student achievements on social media	Families Staff Students Community	Mickie	Ongoing
Share good news stories about staff achievements in the community newsletter	Families Staff Students Community	Mickie	Ongoing
Share good news stories about student achievements in the community newsletter	Families Staff Students Community	Mickie	Ongoing
Share information about upcoming events in the community newsletter and school-level newsletters	Families Staff Students Community	Mickie Principals	Ongoing
Continue to follow best practices that have resulted in expanded reach and engagement in social media. <ul style="list-style-type: none"> Use invite feature on Facebook posts with a large number of likes to encourage more page likes. Use Instagram Stories. 	Families Staff Students Community	Mickie	Ongoing
Regularly attend St. Charles Chamber, Kiwanis and Care to Learn meetings	Community	Mickie	ongoing
Pitch good news stories to local media stations, including STC Now magazine	Community	Mickie	ongoing

Evaluation: Look at social media engagement; View open rates; purchase TV eyes for media tracking

2. **Communications Goal:** Support schools in establishing and maintaining strong, positive connections between individual schools and their communities.

District Goals:

CSIP 2019-2024; Strategy 4; Objective A; Strategy 2; Action a & b

CSIP 2019-2024; Strategy 4; Objective B; Strategy 1; Action a & b

Objectives:

- By June 30, I will understand SCSD's processes and procedures, and positively contribute communications processes
- By October 1, each building will have a strategic communication plan outlining ways to create positive relationships with their stakeholders
- Assist staff and departments with projects
- Ensure opportunities for training and resources on website

Strategy	Audience	Person Responsible	Timeline
Audit communication processes throughout the district	Families Staff Students Community	Mickie	October 1
Make individual communication plans with each building and follow up with the plans	Buildings	Mickie	October 1 Jan. 10 Ongoing
Provide buildings with ideas for reaching families	Buildings	Mickie	October 1
Launch new district websites with consistency between buildings	Families Staff Students Community	Mickie	Jan. 1
Provide training for new building techs and provide yearly refresher trainings Develop a website checklist for techs	Families Staff Students Community	Mickie	Ongoing

Evaluation: Thirteen functioning plans; feedback from technology team and principals at the end of the year