



# Communication Strategies

**School Year 2025-26**

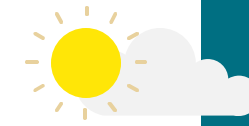
Building Public Trust and  
Strengthening Engagement

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May 8, 2025



# Purpose and Alignment



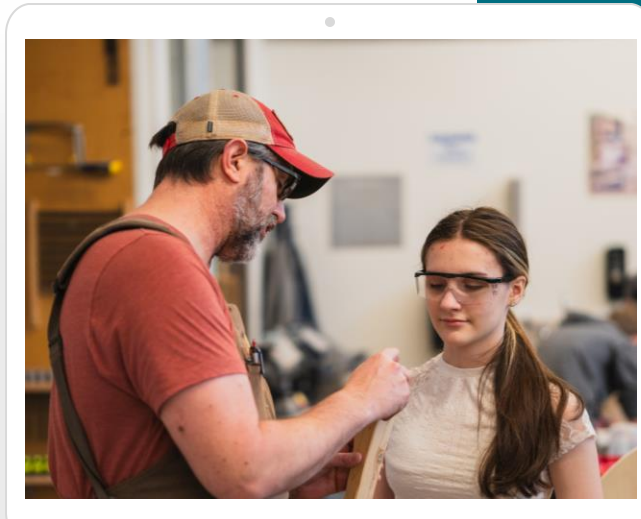
2

## Communication Opportunity

Continue to improve internal and external communication systems and strategies to build public trust, strengthen engagement across all audiences and better reflect Strategic Plan priorities.

## Better Alignment Is Needed

- Align, strengthen and add (if needed) communication strategies to what matters most – audience preferences and building trust
- Showcase positive stories from schools and the district
- Strengthen storytelling in a local media desert
- Support families with clear, two-way communication
- Ensure consistent crisis response across all schools
- Improve audience segmentation and situational analysis
- Reach the 70% of residents without school-aged children
- Use real-time feedback to improve customer experience
- Set engagement goals and track key performance metrics



# RPIE Framework: A Best Practice Approach



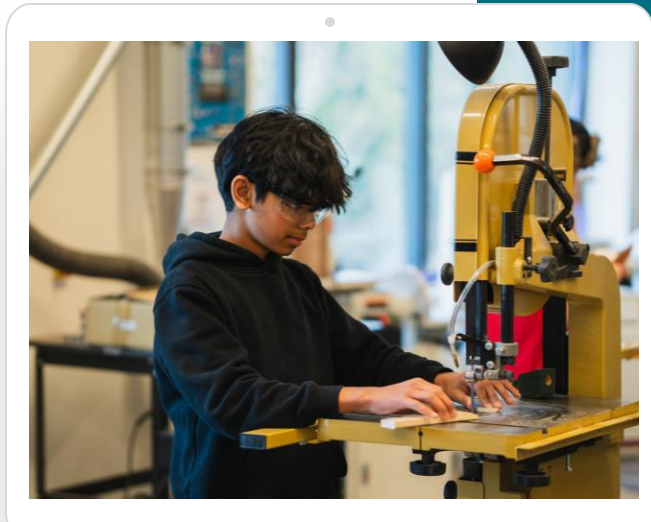
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## Communication Opportunity

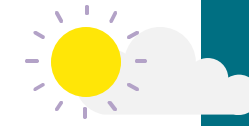
Use a research-based communication RPIE framework to guide research, planning, execution and evaluation to align annual planning, messaging and storytelling with board, superintendent and Strategic Plan priorities.

## Building the RPIE Framework

- Conduct focus groups and surveys to understand audience needs and perceptions
- Develop communication plans using NSPRA's critical function areas
- Prioritize storytelling, engagement and brand experience in all tactics
- Select channels that best reach and resonate with key audiences
- Set key performance indicators for direct marketing, digital channels and events
- Adjust strategies based on monitoring, feedback and district priorities



# Building Trust with Families and Community



4

## Goal

Build trust with families and community members, especially those with fragmented perceptions, misinformation or language barriers, through clear, responsive and culturally mindful communication.

## Strategies

- Share stories that highlight the diversity and strength of students and staff
- Simplify messaging to make Strategic Plan progress clearer to the community
- Establish feedback channels that elevate community voices in decision-making
- Strengthen multilingual outreach and accessibility in communications
- Address misinformation with facts, context and follow-up



## Possible Tactics

- Strengthen two-way communication; develop a key communicators committee; increase direct marketing opportunities



# Engaging Our **Broader Community**



5

## Goal

Strengthen engagement and communication channels with all community members, including taxpayers, alumni and non-parents.

## Strategies

- Show how board governance and district operations work together
- Highlight the collaborative leadership of the board and superintendent
- Promote a unified vision through joint messaging and updates
- Increase access to district updates, decision timelines, and connected-community events
- Proactively address misconceptions that harm trust
- Celebrate shared successes to build confidence in district leadership



## Possible Tactics

- Host culturally, topic and/or geo-specific town halls; inform community with updates outside of voted approved measures

# Elevating Our Narrative



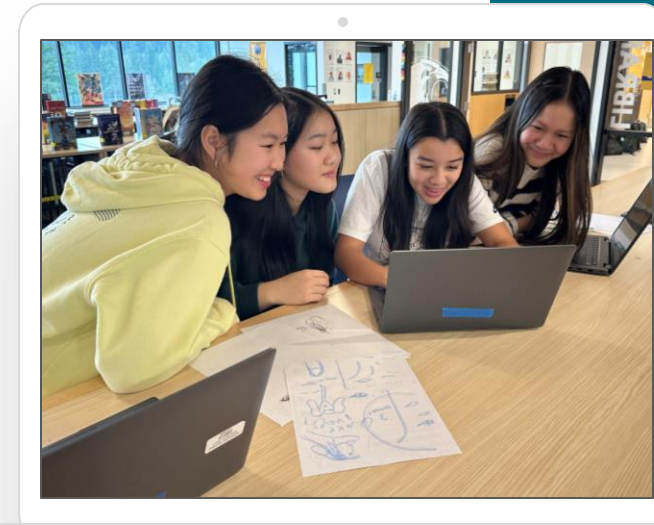
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## Goal

Tell powerful, consistent stories that reflect district values, instructional priorities and major district decisions, while lifting student and staff voices that demonstrate progress and impact.

## Strategies

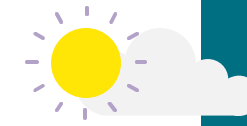
- Highlight stories of innovation, achievement, equity and stewardship
- Strengthen cross-channel storytelling
- Expand student-led media to amplify voices and impact
- Spotlight fiscally responsible decisions that support equity and achievement
- Connect staff successes to inclusive practices and instruction.
- Reinforce Strategic Plan and superintendent goals
- Feature board voices to connect governance with classroom impact



## Possible Tactics

- Continue district podcast series; create recurring story features; strengthen communications liaisons program.

# Empowered Customer Service



7

## Goal

Deliver consistent, positive and welcoming customer service experiences at every school and district touchpoint—reinforcing the district’s values, building trust with families and staff, and aligning daily interactions with Strategic Plan priorities.

## Strategies

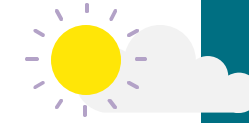
- Train all staff on customer service expectations and skills
- Promote responsiveness, empathy and professionalism
- Use internal tools to share expectations and best practices
- Strengthen communication between schools and support teams
- Recognize staff who deliver exceptional service
- Ensure front office and online interactions reflect excellence



## Possible Tactics

- Implement a “customer service minute” within internal newsletters; develop an internal communication training and toolkit for school leaders, front office staff and department leads;

# Proactive Crisis Communications



8

## Goal

Ensure all district and school crisis communications reflect a unified approach to ensure student and staff safety and maintain public confidence through clear and timely messaging that demonstrates leadership and readiness.

## Strategies

- Update and train staff on crisis communication plans and templates
- Strengthen plan through cross-agency collaboration and feedback
- Provide consistent, annual safety expectations to all families
- Communicate transparently and compassionately during incidents
- Ensure multilingual access through layered communication systems
- Showcase board and superintendent leadership in crisis recovery efforts



## Possible Tactics

- Conduct annual training on crisis response protocols; update pre-approved crisis messaging library for principals and cabinet leaders; participate in cross-agency drills



# Measuring Impact and Moving Forward



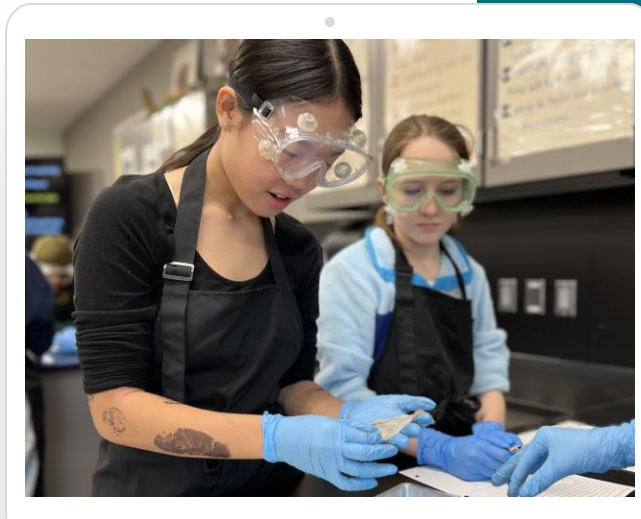
9

## Goal

Track and report communication impact using meaningful metrics that drive improvement and allows for adjustment to reinforce the district's role in advancing student-centered outcomes.

## Strategies

- Track key metrics including Net Promoter Score, engagement, sentiment and reach
- Use the NSPRA audit rubric annually to drive continuous improvement
- Align metrics with Strategic Plan and instructional goals
- Include board and superintendent reflections annually to highlight progress and impact
- Share results with the board, staff and community for transparency



## Possible Tactics

- Align storytelling and engagement analytics with district goals; develop a quarterly or biannual communications KPI report