



2022-2025



COMMUNICATIONS
STRATEGIC PLAN

JULY 2022

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RUSD MISSION AND VALUES

MISSION

Riverside Unified School District provides engaging, innovative, and equitable learning experiences for **all students**.



VALUES

Community

Engagement

Equity

Excellence

Innovation

Well-being

EQUITY TENETS

Equity is accomplished when access is based on need, and every student is provided with what they individually require to learn and succeed to fulfill their academic and social advancement.



Eliminate disparities
and inequitable
practices



Implement
inclusive practices
and policies



Honor individuality
with a focus on high
outcomes for all



Guarantee
respectful treatment
where all individuals
feel valued



RUSD RIVERSIDE UNIFIED
SCHOOL DISTRICT

OUR DISTRICT AND BOARD OF EDUCATION

Riverside Unified School District

With schools dating back to the 1870s, the award-winning Riverside Unified School District (RUSD) is the 16th largest school district in California. RUSD employs over 5,000 employees and educates nearly 42,000 students across 50 schools in Riverside. RUSD is led by its 12th Superintendent, Ms. Renee Hill, and is governed by a Board of Education comprised of publicly elected officials who serve five different trustee areas.

BOARD OF EDUCATION



**Dr. Noemi Alexander
Hernandez**
Trustee Area 1



Mr. Dale Kinnear
Trustee Area 2



Dr. Angelo Farooq
Trustee Area 3



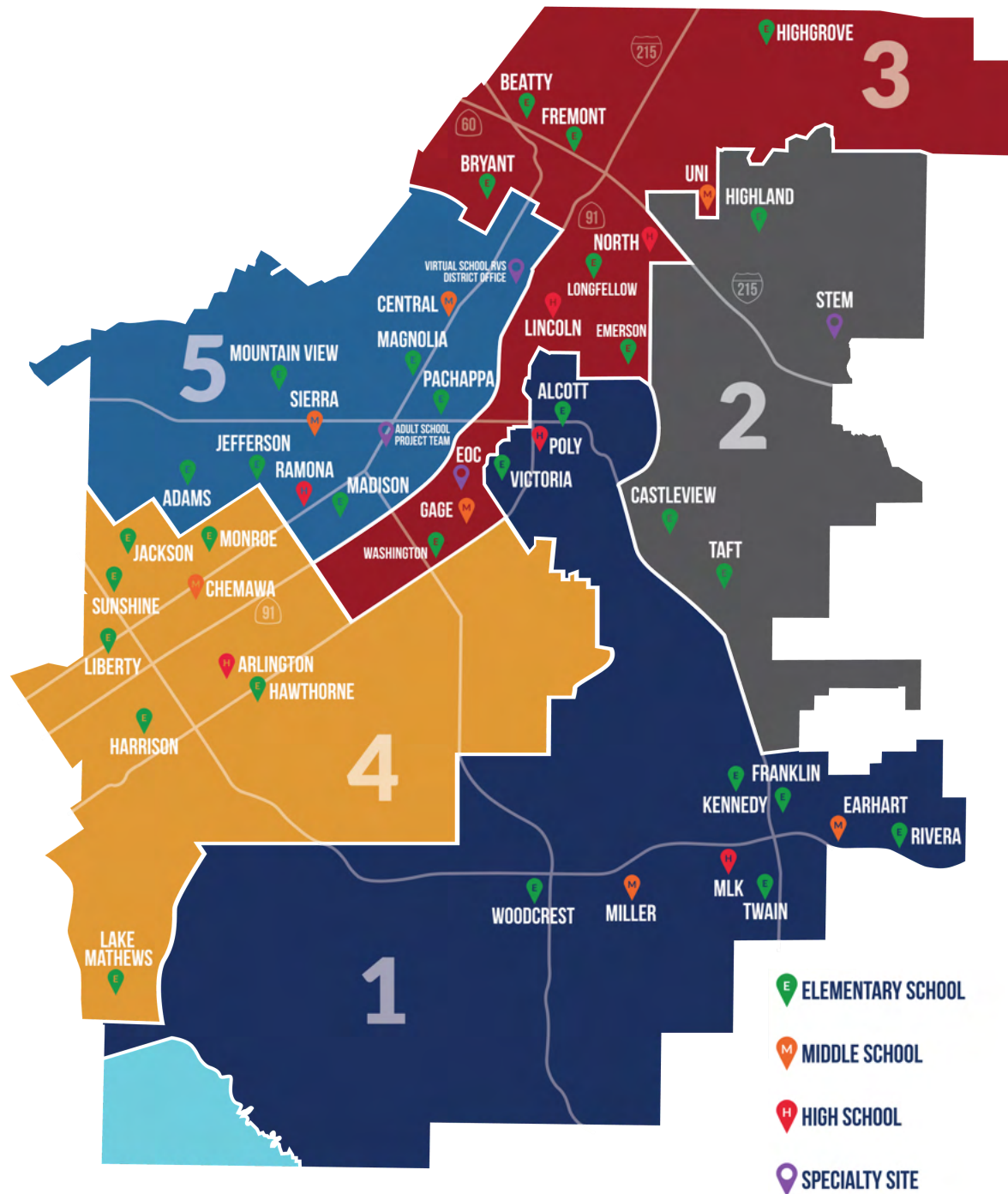
Mr. Tom Hunt
Trustee Area 4



Mr. Brent Lee
Trustee Area 5



TRUSTEE AREA MAP



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LOCAL CONTROL ACCOUNTABILITY PLAN (LCAP) GOALS

LCAP GOALS

1. Engage Students in high-quality learning with a **diverse, highly qualified staff**
2. Provide choices that **prepare students for college and career pathways**
3. Involve the whole **family and community** in student learning and **well-being**



PURPOSE AND DEPARTMENT STRUCTURE

In alignment with our district equity goals, the purpose of the **RUSD Communications Strategic Plan** is to build community trust, engagement, brand ambassadors and continue to promote RUSD as a high-quality school district for students to attend and employees to work.

Anticipate, plan, prepare and execute.



Diana Meza
Director, Public Information
& Communications



Nick Hamre
Community Relations
Manager



Heather Kerr
Administrative
Assistant



Daniel Gomez
Graphic Design and
Digital Content Specialist



Liam Ogawa
Media Production
Technician



Edmundo Gomez
Media Production
Technician



STRATEGIES

- 1 Embody mission, values, equity tenets and goals through messaging
- 2 Publish information on website and news hub early and frequently
- 3 Train and empower department and school staff with communication resources and tools too be RUSD brand ambassadors
- 4 Produce internal and external newsletters
- 5 Engage through social media campaigns
- 6 Broadcast Board of Education meetings

A snapshot of the variety of functions within a Communications Department:

Media Relations
Internal / External Communications
Writing/Proofing/Editing
Digital / New Media
Reputation Management
Environmental Scanning
Community Relations
Crisis Communications
Planning Special Events



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DATA DRIVEN DECISION MAKING

In Spring 2022, The Communications team surveyed school sites and departments to assess the frequency and use of communication and platforms used throughout the school sites.

KEY FINDINGS AND NEXT STEPS

SCHOOL SITES

- Most common social platform is Facebook followed by Instagram.
- School websites are the most utilized communication method.
- Families respond best to text message communications.
- Majority of schools use a marquee that is updated weekly or monthly.

Next Steps

- Explore a Communications tool to help streamline and align Communications between parents, school sites and the District..

DISTRICT DEPARTMENTS

- Majority of departments identify the whole district as a target audience.
- Content provided by departments to school sites varies.
- Utilization of the communications department for sending out messaging is split.



2022-2025 STRATEGIC GOALS

GOAL 1: TRUST

Build and maintain trust within our community

GOAL 2: ENGAGEMENT

Build community engagement

GOAL 3: BRAND AMBASSADORS

Empower staff to communicate effectively

GOAL 4: PROMOTION

Promote RUSD as a high-quality school district for students to attend and employees to work



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GOAL ONE: BUILD AND MAINTAIN TRUST WITH OUR COMMUNITY

OBJECTIVES

- Embody mission, values, equity tenets and goals through messaging
- Produce internal and external newsletters
- Engage through social media campaigns
- Collaborate with community partners
- Increase visibility in community events
- Sponsor family-community events

STRATEGIES

- Develop and maintain a calendar of community events
- Connect with our community partners for speaking opportunities
- Attend community events and help publicize if applicable

2022-2023

- Expand collaboration among school sites to continue to produce stories and share relevant information to community and partners
- Develop and maintain a calendar of community events
- Launch the External Community Newsletter - *Engage*

2023-2024

- Connect with our community partners for speaking opportunities
- Produce targeted campaigns on social media based on need
- Regularly assess the newsletters and stay up-to-date with the latest trends

2024-2025

- Evaluate goals and strategies and measure success.



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GOAL TWO: BUILD COMMUNITY ENGAGEMENT

OBJECTIVES

- Publish information on website and news hub early and frequently
- Produce internal and external newsletters
- Grow social media followers
- Share the RUSD story
- Publish newsletters, news releases and enhance news hub
- Enhance Adopt-A-School program

STRATEGIES

- Collaborate with school sites and community to learn about stories
- Broadcast Board of Education meetings
- Track social media and newsletter analytics
- Directly respond to private messages on social media and engage in two-way communication
- Plan and engage social campaigns and communications plans to reach our target audience
- Increase video production

2022-2023

- Roll out a "Did You Know?" video campaign focused on positive news across the district
- Produce newsletters and enhance news hub stories and template
- Increase video and reels production
- Update social media guidelines and communications plan

2023-2024

- Produce newsletters and enhance news hub stories and template
- Attend community meetings
- Engage with the community through story telling, events, initiatives and workshops

2024-2025

- Evaluate goals and strategies and measure success.



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GOAL THREE: EMPOWER STAFF TO COMMUNICATE EFFECTIVELY

OBJECTIVES

- Train and empower department and school staff with communication resources and tools to be RUSD brand ambassadors
- Provide training and toolkits to district and site level staff
- Begin Communication Tools Working Group

STRATEGIES

- Roll out a communications training plan for site-level staff and departments
- Create a Communications tools working group to assess current platforms and recommend an alternative
- Explore communication tools to refine communication among school sites, departments and families
- Offer tutorial hub for in-person, virtual or on-demand training

2022-2023

- Organize Communications Tools Workgroup and meetings to review and recommend one innovative communications platform

2023-2024

- Prepare the Communications plan for the recommended district-wide Communications tool rollout
- Create a webpage with Communications tools for schools sites and departments to use
- Create a communications toolkit for employees

2024-2025

- The selected communications tool will be implemented by the 2024/25 school year
- Evaluate goals and strategies and measure success.



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GOAL FOUR: PROMOTE RUSD AS DESTINATION DISTRICT FOR STUDENTS, FAMILIES AND EMPLOYEES

OBJECTIVES

- Showcase award winning programs, student and employee achievements
- Enhance employment recruitment campaign
- Family-friendly, accessible website and content
- Strengthen student enrollment campaign
- Proactive media relations

STRATEGIES

- Develop awareness campaigns
- Invest in digital and print ads
- Write and share stories
- Produce internal and external newsletters
- Engage through social media campaigns
- Create job recruitment campaigns

2022-2023

- Write and share stories and continue to enhance news hub
- Finalize website updates
- Finalize custom and uniform school templates
- Advertise job recruitment campaigns
- Send bi-weekly news releases to local media

2023-2024

- Write and share stories and continue to enhance news hub
- Increase digital and print ads
- Continue to advertise job recruitment campaign
- Continue to send bi-weekly news releases to local media

2024-2025

- Evaluate goals and strategies and measure success.



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CRISIS COMMUNICATIONS

Situations are assessed on a case-by-case basis and will follow the crisis communications steps below if applicable. Prior to any communication in writing, the Deputy Superintendent notifies the Superintendent of any emergency situation. The Superintendent/Deputy Superintendent then notifies the Board of Education.

1

Deputy Superintendent notifies Communications Director & statement is drafted immediately.

2

Deputy Superintendent notifies and shares final messaging with the Superintendent, Board of Education and Cabinet, then follows communications circles.

3

The Communications department sends final content for translation and takes it through the different communication channels, which include: text, email, social media, news page and media.

4

The Communications department monitors comments and engagement



COMMUNITY PARTNERS

Internal

- Employees
- Students

External

- Builders/Contractors
- Chambers
- Civic Groups
- County Office of Education
- Elected officials
- Higher education
- Local Businesses
- Neighboring school districts
- Non-profit organizations
- Parent organizations
- Parents/Families
- Potential employees
- Realtor associations
- Religious groups
- Reporters/media/local news
- Union & labor organizations



METHODS OF COMMUNICATION



SCHOOL MESSENGER TOOLS

- **Websites:**
 - District Website
 - School websites
- **School Messenger Communicate tool**
 - Email
 - Bi-weekly Family and Staff Newsletter
- **Text Messaging**
- **Autodial**
 - Refrain from using autodial unless it is a true emergency

SOCIAL MEDIA

- **Facebook**
 - District Facebook
 - School Facebooks
- **Instagram**
 - District Instagram
 - School Instagram
- **Youtube**
 - District YouTube
 - School YouTube
- **Twitter**
 - District Twitter
 - School Twitter

Note: All family communication is translated to Spanish.

ADDITIONAL CHANNELS

- City digital ads
- Class Dojo
- Directly through school sites
- External Newsletter (RUSD Engage - coming Fall 2022)
- Family Resource Center
- Livestream/Broadcast
- Local media
- Mailchimp, newsletter platform
- Paid ads in local newspapers and magazines
- PeachJar
- Printed flyers
- Remind
- RUSD Newsroom
- Student/Parent Outreach
- Video Reels



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HOW WE MEASURE ENGAGEMENT

WEBSITE

- Number of page visits
- Newsroom page visits
- Google Analytics

NEWSLETTERS

- Delivery tracking (School Messenger)
- Open rate and clicks

TEXT MESSAGING

- Track bit.ly clicks and page views

SURVEYS

- Survey Monkey

SOCIAL MEDIA

- Shares
- Total followers / subscribers
- Video views
- Total engagement (likes, link clicks, etc.)
- As of July 2022, our social media audience is at **30,337** combined

Audience breakdown as of July 2022: FB **15,054** | IG **7,731** | Twitter **3,522** | YouTube **4,000**



BRAND GUIDELINES

TYPOGRAPHY

LATO BLACK // HEADLINES

BEBAS NUE // ALTERNATIVE HEADLINES

LATO BOLD // SUB-HEADLINES

LATO REGULAR // BODY COPY

Aa

TAGLINE

| **BE EXTRAORDINARY**

BRAND COLORS

RUSD BLUE

PANTONE 647
CMYK 89/61/20/3
RGB 41/99/148
HEX #296394

RUSD RED

PANTONE 7427
CMYK 26/100/90/24
RGB 152/26/38
HEX #981a26

PANTONE 425
CMYK 0/0/0/80
RGB 88/89/91
HEX #58585b

PANTONE 7563
CMYK 12/44/93/0
RGB 221/151/55
HEX #dd9737

PANTONE 534
CMYK 100/89/35/26
RGB 22/47/95
HEX #162f5f

PANTONE 427
CMYK 0/0/0/20
RGB 209/211/212
HEX #d1d2d4



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BRAND GUIDELINES

Below you will find all RUSD logos. These are the **ONLY** approved versions.



PRIMARY LOGO (STACKED)
Should be used as your **FIRST OPTION** in all scenarios.



PRIMARY LOGO (NO SUBTEXT)
Only to be used in special circumstances.



PRIMARY LOGO (HORIZONTAL, ONE COLOR)
ONLY to be used on design items that require one color.



PRIMARY LOGO (STACKED, ONE COLOR)
ONLY to be used on design items that require one color.



PRIMARY LOGO (NO SUBTEXT, ONE COLOR)
Only to be used in special circumstances.



PRIMARY LOGO (HORIZONTAL, ONE COLOR)
ONLY to be used on design items that require one color.

INCORRECT LOGO USE



DO NOT:

- Do not place logo on a busy or color background.
- Do not change the colors of the logo.
- Do not change the font of the logo.
- Do not skew or stretch the logo.

For more information on proper implementation of our brand standards and to download logo files & fonts, visit:
riversideunified.org/ourbrand

CO-BRAND GUIDELINES

Department logos prior to January 1, 2022, will remain the same.
Updated or new co-branded department logos must follow this format.



DEPARTMENT LOGO TWO LINES

RUSD horizontal logo with department name



DEPARTMENT LOGO THREE LINES

For longer department names, a third line is an option



BEST PRACTICES & BOARD POLICIES

- 1 Keep communication simple.
- 2 Do not use acronyms.
- 3 Follow the Associated Press style guide for news releases and feature stories.
- 4 Focus on the why and benefits for the student, community and employee.
- 5 Proof read and fact check.

Board Policies

- Communication with the Public - [BP 1100](#)
- Media Relations - [BP 1112](#)
- District and School website - [BP 1113](#)
- District sponsored social media - [BP 1114](#)
- Advertising & Promotion - [BP 1325](#)

Research

- [Public Relations Society of America](#)
- [California School Public Relations Association \(CalSPRA\)](#)
- School and Department Surveys
- Surrounding school districts

Contact us at x80332 or communications@riversideunified.org
riversideunified.org/commsresources



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