



## DOES YOUR PLAN MEASURE UP?

## DEVELOPING DISTRICT COMMUNICATION PLANS

School districts of all sizes benefit by having a solid communication plan. MOSPRA will provide you and your district guidance in developing the framework of a plan that will help you address big and small issues with both your internal and external audiences.

### SESSION FORMAT

- MOSPRA communication professionals will facilitate the workshop.
- 3-4 hour planning session.
- A designated district will serve as the host for the session.
- Up to seven districts may participate and each will send a minimum of three (3) representatives. Ideally the superintendent, will be one of the representatives, and if the district has a communications professional, they will attend. Other participants may include assistant superintendents, building principals, activity directors, and others central to district and building communications.

### EXPECT THIS:

- Overview of communication planning
- Determining audiences
- Developing key messages
- Effective research
- Creating comprehensive and project-specific plans
- Evaluating communication effectiveness

*Note: This workshop will help you and your district start the process of building a communication plan, but additional work will need to take place beyond this workshop to finalize a plan.*

**MOSPRA is offering these workshops to Missouri public school districts at no charge.**

**For more information, contact  
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