



OMSD COMMUNICATIONS

Wednesday, July 31, 2024

GET STARTED



#WEAREOMSD



TODAY'S AGENDA

- Introduction
- Communications Protocols
- Work Order
- Filming
- Website Updates
- Branding Overview
- Logos
- Social Media

innOvate
eMbrace
inSpire
Discover



MEET OUR COMMUNICATIONS TEAM



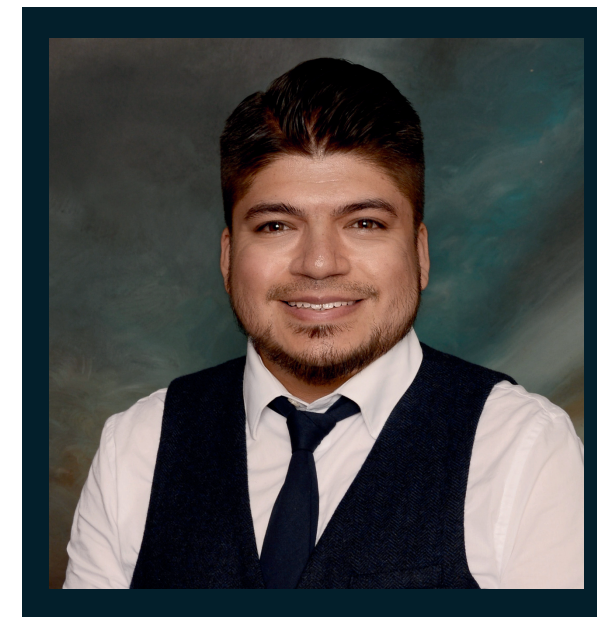
Irma Sanchez



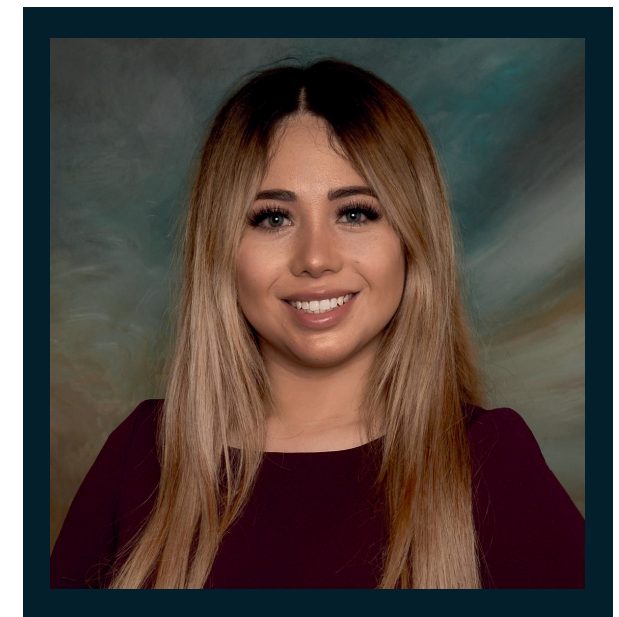
Andrew Keo



Adan Miguel



Chris "Ryan" Cano



Alondra Sandoval

WELCOME BACK TO THE 2024-2025 SCHOOL YEAR!

#WEAREOMSD

WEAREOMSD

COMMUNICATION PLATFORMS

- **ELEM & MIDDLE SCHOOLS' ESTABLISHED PLATFORMS:**



ClassDojo



ParentSquare™

- **SOCIAL MEDIA PLATFORMS**



@OFFICIAL_OMSD

- **BROADCASTING PLATFORMS**



OMSDTV

ICE BREAKER

INSTRUCTIONS

Step 1 - Think: Each site/department has 10 seconds to think of an emoji that best represents your view/approach to communications, social media, or marketing.

Step 2 - Share & Guess: Each table (willing) to share their emoji with the room. The room will try to guess the reasoning behind the chosen emoji.

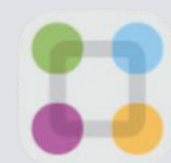
Step 3 - Explain: The site/department will then explain why they selected the emoji, revealing if the room's guesses were correct or not.



COMMUNICATIONS TEAM NOW ON: CLASS DOJO/PARENT SQUARE COMMUNICATIONS



ClassDojo



ParentSquare™

OMSD

COMMUNICATIONS PLAN

OMSD COMMUNICATIONS PLAN



- What is it?
- Why do we have it?
- Creating a committee

**ONTARIO-MONTCLAIR SCHOOL DISTRICT
COMMUNICATIONS PLAN**

PUBLIC RELATIONS TOOLKIT: MEDIA RELATIONS GUIDE

OMSD PR TOOLKIT



Media Relations Guidelines

These guidelines cover the basics of how to handle contact with the news media. They also provide information on news media access to students in [OMSD programs](#).

<p>As a public agency, OMSD has a responsibility to be open and responsive to information requests from the news media. Public awareness of our agency and its work is vital to our accountability and success. The news media are a major vehicle for communicating with our public.</p> <p>OMSD's Superintendent's Office is designated as the District's principal liaison with the news media. Among its responsibilities:</p> <ul style="list-style-type: none"> Ensures that OMSD responds to news media inquiries in a timely, honest, and cooperative way Works to increase public awareness about OMSD by promoting media coverage through news releases, "story pitches", events, and other strategies <p>The Superintendent's Office will weigh each contact to determine the best way to provide information:</p> <p>In some cases, the Superintendent's Designee will act as the official media spokesperson on a given issue.</p> <p>In many — if not most — cases, OMSD managers and administrators (assistant superintendents, directors, principals) will be called on to act as spokespersons because they have the needed information, knowledge, experience, expertise or perspective. District staff work with designated spokespersons to prepare for media interviews as needed.</p> <p>District staff is always available to provide support, consultation, and training in situations involving contact with the news media.</p>	<p>When a news media representative calls your office/site: All staff should act with courtesy and professionalism when taking calls from the news media. How this call is handled may be the reporter's first impression of OMSD and may be reflected in any resulting news coverage.</p> <p>Try to take a media call right away or return the call within 15 minutes. If you can't do this, refer the media representative to the OMSD Superintendent's Office. (We don't want news stories involving OMSD to say that we were unavailable for comment — which is what could happen if we don't return the call!)</p> <p>When answering or returning media calls, determine:</p> <ul style="list-style-type: none"> The reporter's name, media outlet, phone, fax, e-mail The reporter's deadline The subject/intent of the story What the reporter wants — information, interview, photo/ videotaping, site visit <p>When referring the media to the Superintendent's Office, please don't say you are not allowed to talk to a reporter or have to get permission to do so. (That would actually violate your constitutional right to free speech!) Instead, tell a reporter: "Our Office policy is to refer all media inquiries to our Superintendent's Office. You can reach them at 909-418-6444."</p> <p>Don't let a reporter compel you to answer questions on the spot. It is always beneficial to prepare for an interview to provide accurate information. Reschedule the interview for a mutually agreeable time so you can gather information and prepare a response.</p> <p>Work with the Superintendent's Office to determine the appropriate response.</p> <p>Inform the Superintendent's Office as soon as possible if and when you have contact with the news media.</p> <p>Ensure that the reporter's deadline is met, if possible.</p>
<p>When the Media Call You A reporter, producer or other news media representative may call your office or site for a number of reasons, for example:</p> <ul style="list-style-type: none"> To get information for a story about OMSD or one of its programs or schools To get information about a OMSD student or staff member To get information or comments for an education news story 	

CRISIS ASSESSMENT AND RESPONSE GUIDE

Immediate Crisis Assessment and Response Actions

- Assess crisis to determine action**
Response is incident-specific – there may be situations that require emergency site response (e.g., shooting in the area) and there may be situations that require non-emergency response (e.g., weekend threat to school) or a response that requires to immediately employ the assistance of the Campus Safety Officer (CSO) and/or the Lead CSO. Trust but verify facts.

IF IMMEDIATE RESPONSE NEEDED (in no particular order)

- **Call emergency responders (911), if necessary**
 - **Acquire immediate assistance from CSO and Lead CSO, if necessary**
- **Secure Campus (lock doors, gates, etc.)**
- **Initiate lockdown, if necessary**
 - **Precautionary lockdown**
 - **Lockdown**
 - **Active shooter/Intruder (Run-Hide-Fight)**
- **Provide immediate first aid, as needed**
- **Evacuate site, if necessary**
 - **Determine evacuation location in advance**
 - **Account for student/employees**

Facts Checklist:

Who? <input type="checkbox"/> Student(s) <input type="checkbox"/> Non-student(s) (Parent, Relative, Neighbor, Other) <input type="checkbox"/> Employee(s)	When? <input type="checkbox"/> Timeline <input type="checkbox"/> One-time occurrence <input type="checkbox"/> Ongoing threat/incident <input type="checkbox"/> Future threat/incident
What? <input type="checkbox"/> Threatening Incident <input type="checkbox"/> Death <input type="checkbox"/> Shooting <input type="checkbox"/> Bomb <input type="checkbox"/> Fire <input type="checkbox"/> Assault <input type="checkbox"/> Other _____	Source of information? <input type="checkbox"/> Meeting <input type="checkbox"/> Phone call <input type="checkbox"/> E-mail <input type="checkbox"/> Letter <input type="checkbox"/> Social media <input type="checkbox"/> Police/local authorities
Where? <input type="checkbox"/> Indoors on campus <input type="checkbox"/> Outdoors on campus <input type="checkbox"/> Off-campus	Plan for today? <input type="checkbox"/> Business as usual <input type="checkbox"/> Modifications to 'typical' day

OMSD CRISIS COMMUNICATION TOOLKIT

OMSD CRISIS COMMUNICATION TOOLKIT



Internal Procedures

Procedures in the event of emergency and/or controversial issues

- Immediate notification to Superintendent's Office and Appropriate Area Director
- Email notification with pertinent information to Incident email distribution list (with periodic updates, as needed)
- Hector Macias (in most cases) will serve as District spoke person
- Prepare Blackboard Connect Message (samples attached)
- Prepare Written Communications (samples attached)
- Media inquiries need to be directed to the Superintendent's Office

Objectives

Communicate facts about the situation
Minimize rumors
Restore order/confidence
Safeguard the reputation of the District

Designated Spokesperson:

In most cases, Hector Macias, Assistant Superintendent, Human Resource will be the Superintendent's Designee/Spokesperson. The goal of the spokesperson is to show that the district has control of the situation, calm public concern and set an example for the district.

Monitor Situation / create and send updates as needed

INCIDENT REPORTING

“INCIDENT” EMAIL COMMUNICATION

- Notify key personnel in critical situations, like when police or paramedics are on campus.
- Keep initial communications brief, focusing on collaborations.
- Detailed follow-ups will be provided as necessary.
- **Incident Email (*Distribution List*):** Includes 32 District staff from various Departments such as Superintendent’s Office, Risk Management, and Transportation.

AFTER-HOURS INCIDENTS

- Local law enforcement will contract appropriate Administrators, who then notify District Officials.
- **Facilities Related** - Brooke Murray will handle immediate actions and communications, including contacting site administrators and sending out incident reports.

INTENSIVE STUDENT SUPPORT COMMUNICATION

- Email Cabinet, the appropriate Directors, and Superintendent’s Office for incidents involving extreme sensitivity concerns.
- Include situations occurring outside of school hours that involve our students.

EXCLUDE STUDENT IDENTIFYING INFORMATION



OMSD OFFICIAL LETTERHEAD

BRAND REPRESENTATION

- A letterhead represents the organization, often creating the first impression.

PROFESSIONALISM

- High-quality design conveys credibility and attention to detail.

EDUCATIONAL PARTNER PERCEPTION

- Influences how Educational Partners view and trust the organization.

Ontario-Montclair
School District

950 West D Street, Ontario, California 91762 • (909) 418-6445 FAX: (909) 459-2542

OFFICE OF THE SUPERINTENDENT

June 28, 2024

BOARD OF TRUSTEES

Sonia Alvarado
Kristen Brake
Sarah S. Galvez
Flora Martinez
Elvia M. Rivas

James Q. Hammond, Ed.D.
Superintendent

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SAMPLE

FOOTER: "Our Community, Our Children, Our Commitment, Our Future"

"Our Community, Our Children, Our Commitment, Our Future"

HOW TO INVITE THE BOARD OF TRUSTEES TO A SITE EVENT:

The OMSD Board of Trustees is committed to support world-class education experiences while enhancing community engagement District-wide.

WHO TO CONTACT

- Superintendent's Office (Send invitations via email)
 - Irma Sanchez
 - Alondra Sandoval

WHAT TO INCLUDE

- Event date & time
- Event flyer (*if available*)
- Important details about the event
 - Any dignitaries in attendance

Expect a follow-up RSVP email from either Irma Sanchez or Alondra Sandoval to confirm Board Members attendance.

RSVP



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US MAILING PROTOCOLS

EXTERNAL MAIL

- Your handling of communications reflects the District's image. Always ensure professionalism when contacting families & educational partners.

INTRA-DISTRICT MAIL

- Clearly label "To/From" on one side only.
- Ensure all previous markings are crossed out.

OUTGOING EXPRESS MAIL

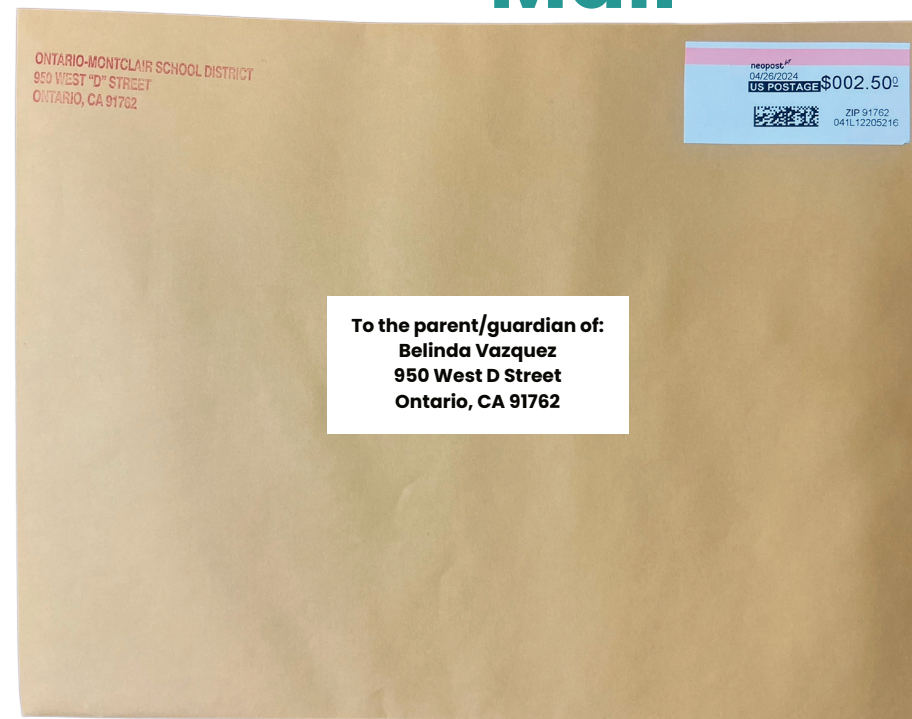
- Use for daily service to nearby Districts & County Offices.
 - Include full name, department, district, & specify "Express" or "Jet Mail."

PERSONAL MAIL

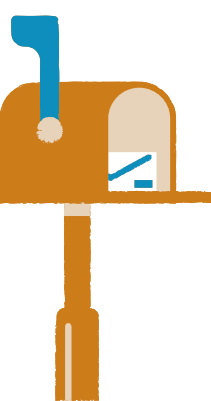
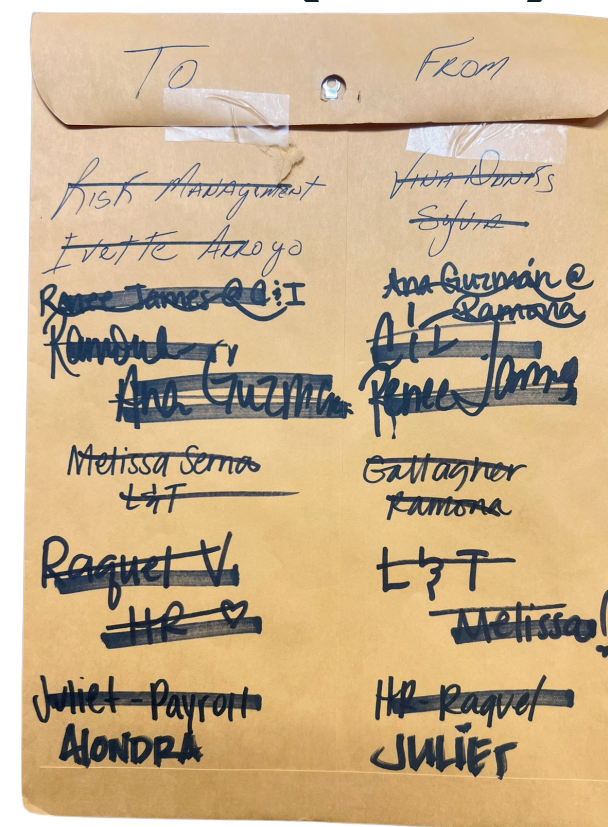
- You should NOT send personal mail to the District's mail center.
 - U.S. Mail pick-up service is available at each school every regular workday.
 - The District does not provide postage for personal mail.



External Mail



Internal District Mail (ONLY)



WORK ORDER PROCESS FOR FILMING/SOCIAL MEDIA/COMMUNICATIONS

- QR Code for workorders/Multimedia Support Request
- QR Code is how you get Communications Team Scheduled
- New Process that gives you response from OMSD Communications Team Email
- Please complete the entire form. We may utilize language on this document in the process
- OMSD Communications Team should be an extension of your school site





←
TWO FORMS
AVAILABLE
→





MULTI-MEDIA REQUEST & FILMING UPDATES/TIPS


Multi-Media Request

1. OMSD School Site 


Select your answer 

2. OMSD Department 

Select your answer 


3. Event Date * 

Please input date (M/d/yyyy)

4. Formal Name of Event * 


This is how your project will be titled on all platforms.

Enter your answer

5. Exact time of your function/event * 

If the time changes, please notify the Superintendent's Office.

Enter your answer


6. Event Details * 


What is intended messaging through this production? What story do you want to tell?


Enter your answer


- What is your story & why is it important?
- Get your school/department/community involved in telling your story.
- **MULTI-MEDIA CONSENT RELEASE FORMS UPDATED**

Website/Communications Support

1. OMSD School Site 

Select your answer 

2. OMSD Department 

Select your answer 

3. Type of Project or Support * 

Website & Media Consult


Marketing

Flyer

Proofreading

Logo/Branding

Canva Professional Development

4. Project Details * 

General scope of project, is it a logo or flyer? Website or Media Consult? Des

Enter your answer

Ontario-Montclair School District
STUDENT MULTI-MEDIA CONSENT AND RELEASE

Ontario-Montclair School District (OMSD) is known for its outstanding and talented students. From time to time, the District would like to publicize their achievements for the purpose of positive public relations. As these events occur year-round, we are requesting parental permission for the entire school year, rather than on a case-by-case basis.

As a part of these promotional activities, OMSD may create multi-media content photography, audio or video productions, and may indicate students' full names, schools attended and program participation along with the footage. The footage and information may be displayed at OMSD facilities, on OMSD websites, social media platforms, print media such as brochures/advertisements, in media reports and at OMSD-sponsored events. OMSD intends to use the voice and video/photo footage and information to promote programs and events. Your child's identity may be disclosed to other students, parents and the public.

If you agree to give permission to have your child's voice, image and information being used, please indicate your agreement by signing below. Your permission below means that you also agree that all right, title and interest, including copyrights, in the materials created by OMSD pursuant to this agreement are the exclusive property of OMSD and that you and your child will obtain no rights in such materials. Your consent to photograph/video your child is NOT required for your child to participate in school programs or events. By signing below, you irrevocably consent to the use and reproduction of the footage and information by OMSD, and represent that you are the parent or legal guardian of the child with authority to execute this release form. In addition, you give consent for the footage and information to be used as described above without restrictions as to alterations and without compensation to you or those under your parental care or guardianship. You also agree that the footage and information will constitute the sole property of OMSD. You further agree to waive any and all claims against OMSD and its officers, agents or employees arising from, or relating to, the use or reproduction of the footage and information.

Please complete and sign the form below, and return it to your child's school.

PLEASE RETURN THIS FORM TO YOUR CHILD'S SCHOOL.

I DO give my permission for my child to be featured in District-issued publicity as described above, including District publications, yearbook, the District website and announcements.

I do NOT give my permission for my child to be featured in any District-issued publicity, including District publications, the District website and announcements. However, I DO give permission for my child to be included in the yearbook.

I do NOT give my permission for my child to be featured in any District-issued publicity, including District publications, yearbook, the District website and announcements.

**If you do not give permission for your child to be photographed, please make sure they are aware of this decision.*

Parent/Guardian Signature _____ Student Name (Please Print) _____

Parent/Guardian Contact Number _____ Date _____

School Site _____ Student's Grade Level _____ Classroom/Homeroom Teacher Name _____

Distrito Escolar de Ontario-Montclair
CONSENTIMIENTO ANUAL PARA PUBLICACIÓN DE MATERIAL AUDIOVISUAL DEL ESTUDIANTE

El Distrito Escolar de Ontario-Montclair (OMSD) se destaca por la excelencia y el talento de sus estudiantes. Para celebrar y destacar sus logros a lo largo del año, buscamos el consentimiento de los padres para publicar estas noticias con fines de establecer relaciones públicas. En vez de solicitar permiso de cada acontecimiento de forma individual, queremos obtener una sola autorización que abarque todo el año escolar.

Como parte de las actividades publicitarias, el Distrito consigue crear contenido multimedia, de los cuales se incluyen fotografías, grabaciones de audio y video, y producciones. Además, se pueden mencionar los nombres completos de los estudiantes, las escuelas a las que asisten y su participación en los programas junto con las imágenes. Este material y la información pueden ser utilizados en las instalaciones de OMSD, en sus sitios web, en plataformas de redes sociales, en medios impresos como folletos y anuncios, en informes de prensa y en eventos patrocinados por OMSD. La finalidad de OMSD es exhibir estas imágenes, grabaciones y la información asociada para promover sus programas y eventos. En consecuencia, la identidad de su hijo podría ser dada a conocer a otros estudiantes, padres y al público en general.

Si usted autoriza el uso de la voz, imagen e información de su hijo, por favor firme a continuación. Al hacerlo, usted acepta que todos los derechos, títulos e intereses, incluidos los derechos de autor, sobre los materiales creados y utilizados por OMSD en virtud de este acuerdo serán propiedad exclusiva de OMSD, y que si usted o su hijo tendrán derechos sobre dichos materiales. El consentimiento para fotografiar o grabar a su hijo NO es necesario para su participación en programas o eventos escolares. Su firma indica que consiente de manera irrevocable el uso y reproducción del material audiovisual y la información por parte de OMSD, y que usted es el padre, madre o tutor legal con la autoridad para firmar este formulario de liberación. Asimismo, otorga su permiso para que el material y la información sean utilizados de la manera descrita, sin restricciones sobre alteraciones y sin compensación para usted o para los mayores bajo su custodia. Además, acepta que el material y la información serán propiedad exclusiva de OMSD y renuncia a cualquier reclamación contra OMSD, sus funcionarios, agentes o empleados en relación con el uso o reproducción del material.

Le agradeceríamos que completara y firmara el formulario a continuación y lo enviara de regreso a la escuela de su hijo(a).

COMPLETE Y FIRME EL FORMULARIO A CONTINUACIÓN Y REMÍTALO A LA ESCUELA DE SU HIJO.

Autorizo que mi hijo(a) aparezca en la publicidad del Distrito, incluyendo publicaciones, producciones, el sitio web y los anuncios, como se ha descrito anteriormente.

No autorizo que mi hijo(a) aparezca en ninguna publicidad del Distrito, incluidos los publicaciones, el sitio web y los anuncios. Sin embargo, sí doy permiso para que mi hijo(a) sea incluido en el año escolar.

No autorizo que mi hijo(a) aparezca en ninguna publicidad emitida por el Distrito, incluyendo publicaciones, producciones, el sitio web y los anuncios del Distrito.

**Si no da permiso para que su hijo(a) sea fotografiado, asegúrese de comunicarle su decisión.*


Firma del Padre/Tutor _____ Nombre del Estudiante (Por favor escriba con letra impresa) _____

Número de Contacto del Padre/Tutor _____ Fecha _____


Sitio Escolar _____ Grado Escolar _____ Salón/Maestro(a) asignado _____

MULTI-MEDIA REQUEST & FILMING UPDATES/TIPS


Multi-Media Request

7. Point of Contact for Event/Project Coordinator * 


Enter your answer

8. Point of Contact for Interviews * 


Enter your answer

9. Email * 


Enter your answer

10. Phone number * 

Enter your answer

11. Do You Have Media Release Forms for ALL? * 

To remain in compliant with laws and regulations, Multi-Media Release Form please let us know as we have resources to support your efforts.

Select your answer 


12. What is the desired output product * 

- Website
- Social Media
- Media/News Outlet


- Who is taking the lead on project types from District?
- Who is taking lead at site/department?




Website/Communications Support

5. Project Point of Contact * 

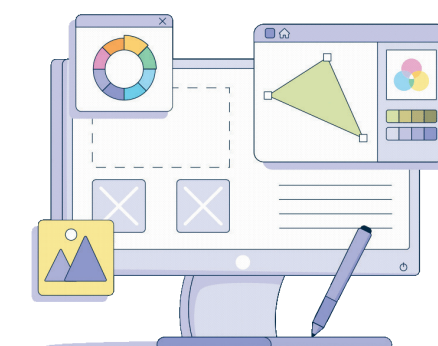
Enter your answer

6. Phone number * 

Enter your answer

7. Additional Information: * 

Enter your answer



#WEAREOMSD

NATIONAL HISTORY DAY NATIONAL H

WILTSEY MIDDLE SCHOOL
NATIONAL HISTORY DAY 2024

ONTARIO - MONTCLAIR
SCHOOL DISTRICT
PRESENTS

#WEAREOMSD

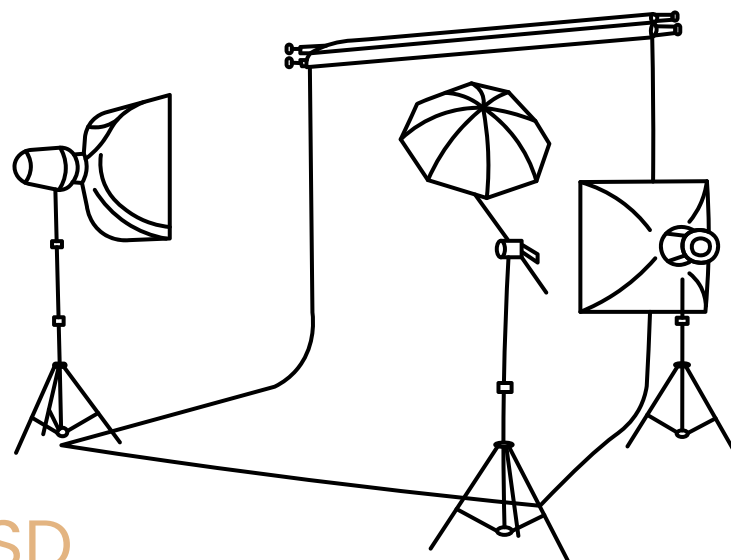
MULTI-MEDIA REQUEST & FILMING TIPS/UPDATES

PORTABLE A-FRAME

- Will be ordered in English and Spanish to notify families and educational partners on site of ongoing filming.

RESERVED PARKING (1 to 2 spots)

- This will allow film crew to quickly access campus and load/unload heavy equipment.



NOTICE OF FILMING

OMSD COMMUNICATIONS TEAM
IS COVERING THIS EVENT,
THIS EVENT IS BEING FILMED

PLEASE AVOID AREA IF YOU DO NOT WISH TO BE ON CAMERA

WE APPRECIATE YOUR COOPERATION
& THANK YOU FOR YOUR PATIENCE

FOR ANY QUESTIONS PLEASE CONTACT:
(909) 418-6443

DOWNLOAD
& WATCH:



SEARCH:
OMSDTV

DOWNLOAD
& WATCH:



SEARCH:
OMSD TV

LIKE & FOLLOW:

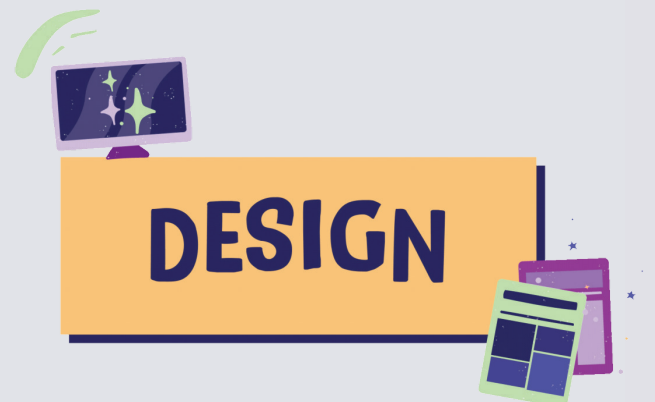
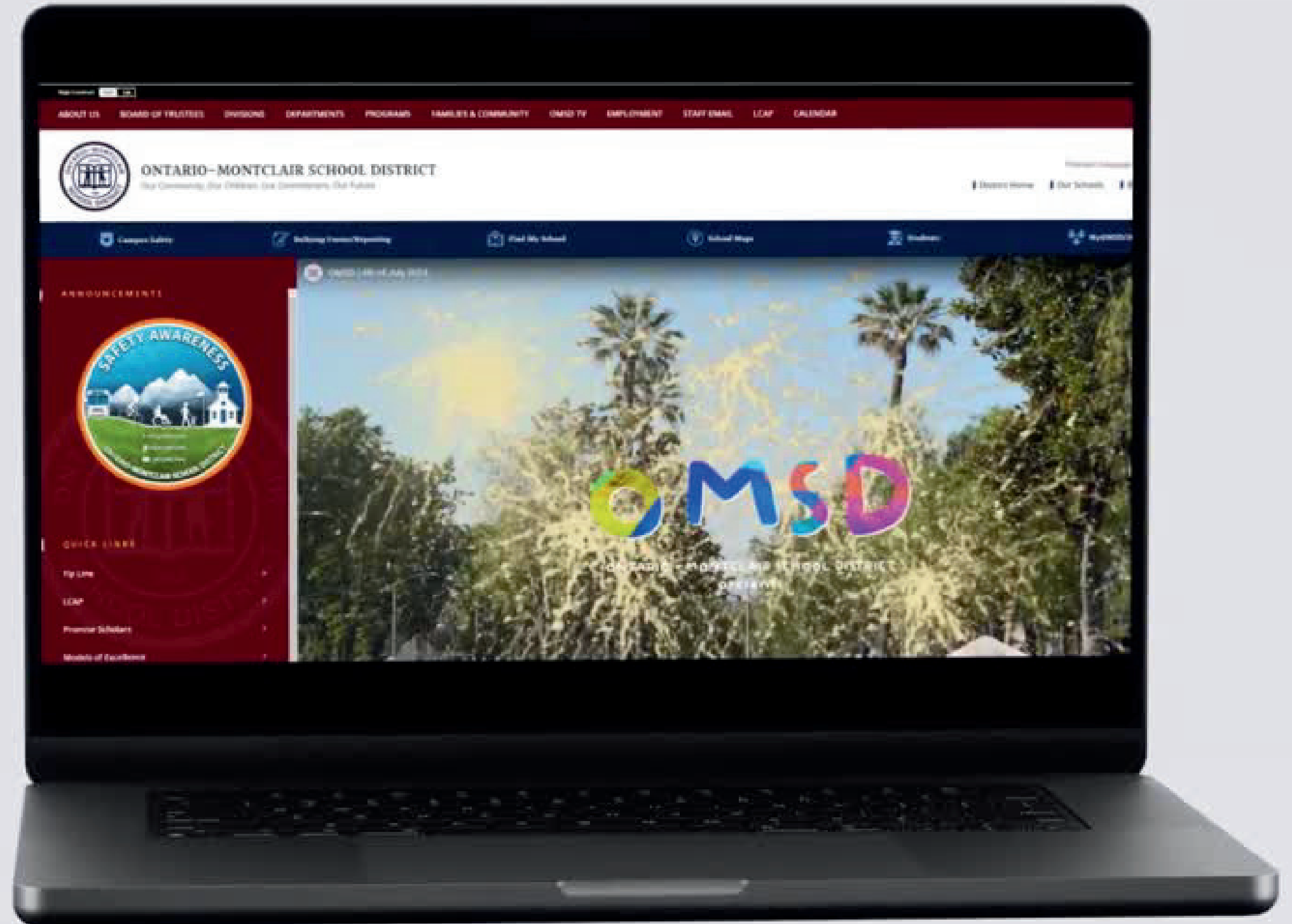


@OFFICIAL_OMSD



WEBSITE UPDATE

- District Website Overhaul
 - District
 - Departments
 - School sites
- New Tools coming



BRANDING OVERVIEW

IMPORTANCE OF UNIFORMED/PROFESSIONAL COMMUNICATIONS

- Consistency in District communications ensures a professional and unified image.

CANVA

- CANVA is our official District content creating platform
- Need training (Fill out Branding & Communication Support Request Form)

BRANDING ASSET TOOLKIT

- Branding Assets are coming for District & School Sites

COPYRIGHT

- Is the content you are using on your project **COPYRIGHTED?**



LOGOS



UPDATE ON WHERE WE ARE

- How do you get a logo/colors/mascot/name change?
- Currently organizing a committee to create the recommendations of a BP/AR for Cabinet consideration before Board Approval recommendation

CURRENT REQUESTS OUR RADAR

- School Name change: Euclid & Vineyard
- Mascot change: Euclid & Mariposa
- Logo updates: Vina Danks, Euclid, Kingsley, Mariposa, Vineyard, Berlyn, Arroyo, Vineyard, Montero, Mission & Vernon



Our Community, Our Children, Our Commitment, Our Future



SOCIAL MEDIA

- Who is the designee/has access to post?
- New Faces to tell your story
- Comments on your platforms
- Types of accounts that are available
 - Facebook & Instagram
- Official Account Verification
- We are looking into subscription for tech support
- Tags vs Hashtags
- Collaborator (Accept OMSD Collaborator Request)

Open the Direct Messages screen



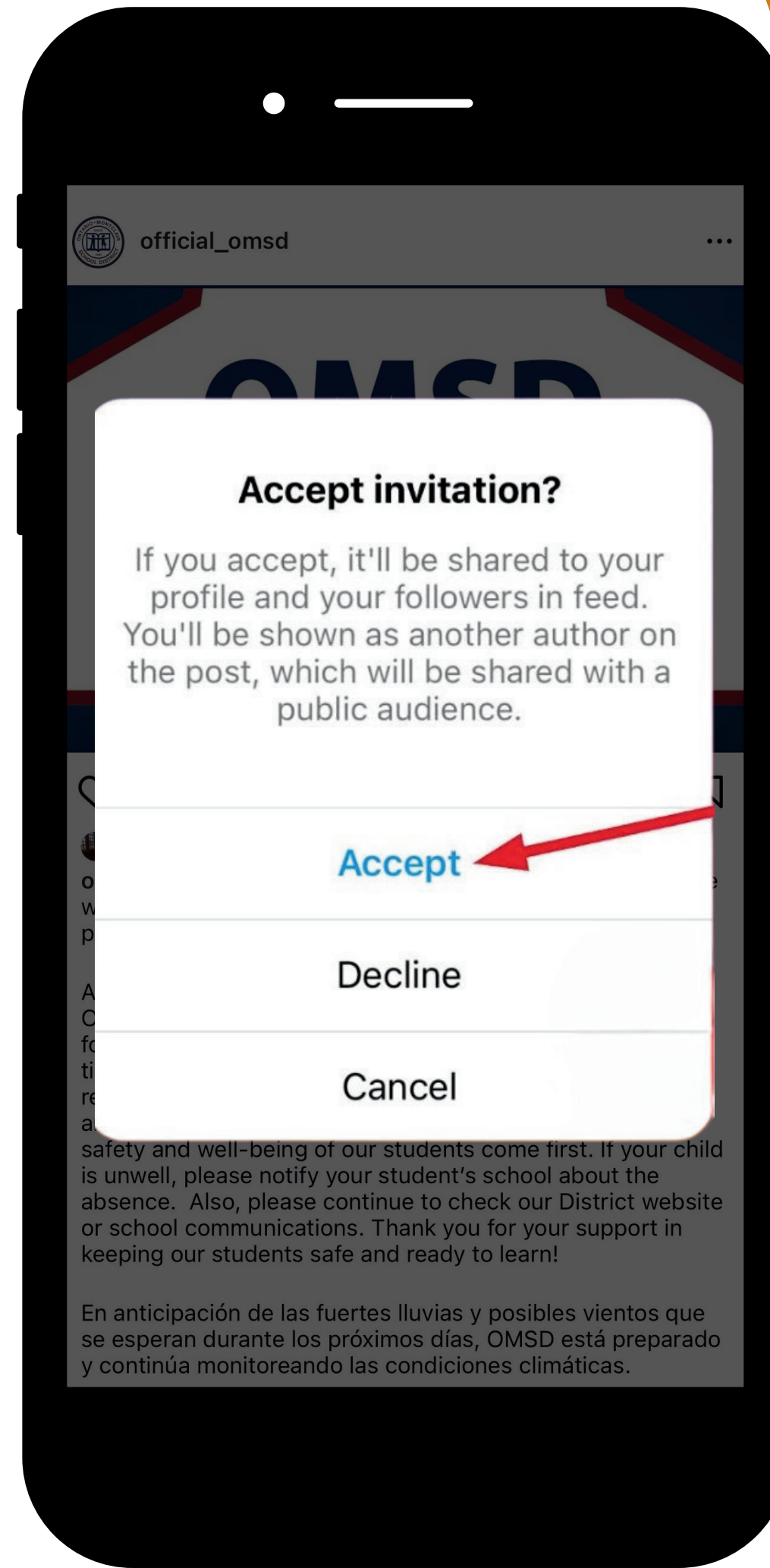
Click on View Request



You'll see a pop-up with Accept and Decline



Click Accept



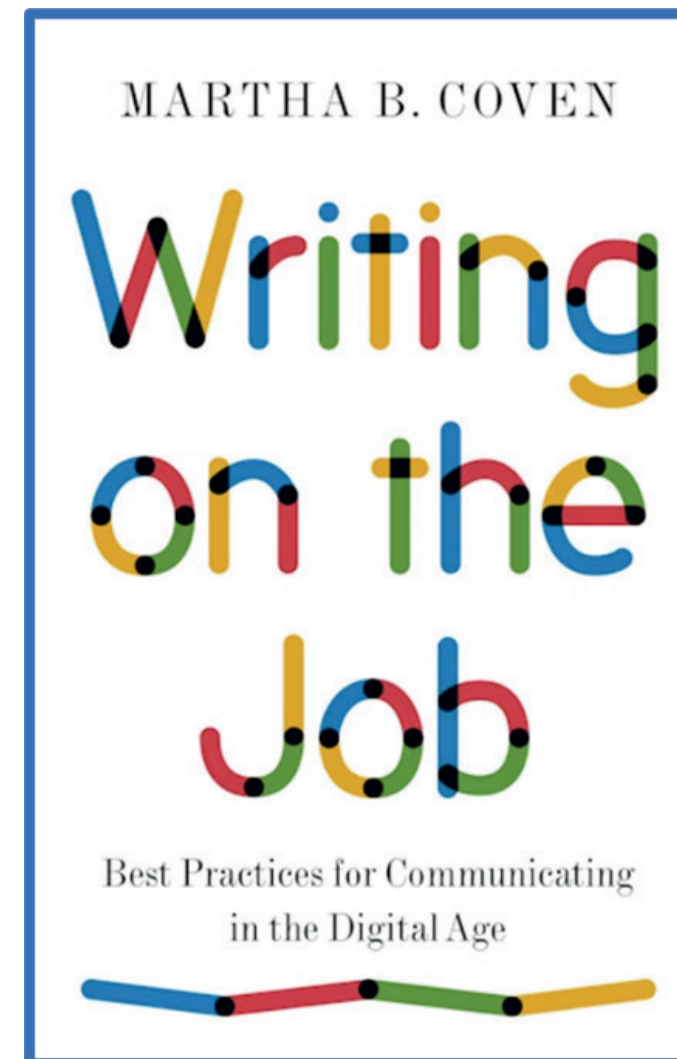
WHEN WRITING SOMETHING...

- Virtually all of your writings are subject to public records requests
- Would you be ok if your writing(s) ended up in the newspaper, digital publication, deposition, courtroom?
- “And keep in mind that while typing out a quick message can feel like speaking, a digital record is created every time you communicate – one that can be preserved indefinitely and shared with others, including a much broader audience than you intended, due to the ease of forwarding and screenshotting messages. Pay attention to the words you choose, and pay extra attention when writing about a sensitive topic. Hesitate before writing anything flip, snarky, or sarcastic.” (p. 44, “Writing on the Job”)



WHEN WRITING SOMETHING...

- “Picture yourself in a deposition, listening to your message being read back to you, and ask yourself if you still want to write it.” (p. 44, “Writing on the Job”)
- “Finally, get your facts straight. One of the quickest ways to lose credibility with your colleagues is to play fast and loose with the truth, or even just to be sloppy.” (p. 57, “Writing on the Job”)



2023-2024 8TH GRADE PROMOTION RECAP VIDEO



#WEAREOMSD

**COMMUNICATIONS TEAM IS
HERE TO SUPPORT YOU.**

**Let us know how we
can help.**

THANK YOU!

OMSD
COMMUNICATIONS

