

From: [Champion, Sheletha Y](#)
To: [Black, Karen](#); [Powell, William](#); [Sessoms, Ernest](#); [Christian, Robin](#); [Lovett, Andrew](#); [Foster, Timmy](#); [White, David](#); [Brown, Caroline E.](#); [Danser, Adam](#); [Gibbs, Kimberly](#); cmeadows@atlncs.org; jason.marshall@wesleyacademy.org
Cc: [Barnett, Carolyn](#); [Norvell, Travis](#)
Subject: RECAP: Jackson Cluster Communications Strategy
Date: Monday, January 30, 2023 2:41:00 PM
Attachments: [image001.png](#)
[image003.png](#)
[image004.png](#)

Greetings!

Last week the Jackson Cluster Principals met with Communications. Key takeaways and next steps follow:

Key Takeaways

- Comms School-Level Communications Ambassadors are coming
- Newsletter to begin 2023-2024 school year, three times a year
 - Potential launch in July
- Determine the purpose of the cluster communications to include: efforts, language, and messaging

Next Steps

- Principals/Schools
 - Revisit and determine cluster hashtag
 - #JacksonFirst or #JacksonUnited
 - Determine one (1) school-based or community-based point of contact for cluster-wide communications.
- Communications
 - Assign resource to design Jackson Campaign
 - Assist in the development of Comms Plan

The recording is available, here: [01.23.23 Jackson Cluster Comms Needs](#). Please let me know if you have any questions or if you have any updates since we met.

Be Well,
Sheletha



Sheletha Y. Champion, MBA, LSSGB, ITIL4
Program Director – Strategy Management
Atlanta Public Schools | Office of Strategy & Engagement
130 Trinity Avenue, SW | Atlanta, GA 30303
P: (404) 802-2838 | E: sychampion@apsk12.org
Twitter: @APSSstrategy | **Twitter:** @ShelethaCB | [My Office Profile](#)
Gallup-Certified Strengths Coach
Developer | Relator | Connectedness | Empathy | Activator