

Strategic Communications Plan

2025-2028

Acting Superintendent of Schools:
Dr. Nicole Harvey

Implementation:
August 1, 2025 - June 30, 2028

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Mission

The purpose of Avon Grove School District is to foster a learning environment in which all students are exceptionally well prepared to succeed and lead full and meaningful lives.

Vision

Avon Grove School District's vision is that all Avon Grove students are well prepared to create their futures.

Introduction

Since Avon Grove School District's first communications audit in 2015, the district has remained committed to fostering strong, transparent, and engaging communication with all stakeholders. The 2022-2025 Strategic Communications Plan built upon this commitment by prioritizing professional development, engagement, and branding. Over the past three years, district communications has successfully equipped staff and board members with key resources, expanded two-way communication with the community, and strengthened the district's brand identity. These efforts have reinforced the vital role that effective communication plays in building trust, alignment, and support across the district.

As the district looks ahead, the 2025-2028 Strategic Communications Plan builds upon these successes with a focus on engagement, culture, and accessibility. By implementing communication strategies to actively engage the community, ensuring that all stakeholders can easily access and understand information, and fostering a strong and cohesive district culture, this plan continues AGSD's commitment to clear, inclusive, and meaningful engagement. This plan will guide the district in ensuring that communication remains a cornerstone of its success.



2022-2025 Outcomes

Goal 1: Professional Development

- Created and facilitated professional development opportunities and materials for staff.
- Produced the 2024-2025 Strategic Initiatives Portfolio for school board members as a resource for concise messaging about districtwide strategic initiatives.
- Developed a customer service training for administrators and front office staff to strengthen and improve customer service skills and reinforce district values.

Goal 2: Engagement

- Focused on engaging all community members in district communications, with an emphasis on two-way communication.
  - Internal Engagement
    - Cabinet members incorporated a communication goal into their annual objectives to prioritize the strengthening of communications.
    - Administrators ensured that major projects included a communication component for project success and organizational alignment.
  - Community Engagement
    - Hosted the Senior Volunteer Appreciation Breakfast.
    - Highlighted the new high school through the Avon Grove Reimagined Campaign, emphasizing community involvement and the district's vision for student excellence.
    - Rebranded the Parent Speaker Series as Parent Engagement Night to foster more interactive discussions with district staff and local support organizations for parents with students in special education.

Goal 3: Branding

- Ensured consistent AGSD branding and messaging across the district by creating a style guide and aligning logos, newsletters, presentation templates, promotional materials, and other visuals.
- Developed a comprehensive communications plan to keep the community informed about the new high school's progress and key updates leading to its opening.
- Worked toward greater website consistency, improving uniformity across pages for a more cohesive user experience.





2025-2028 Goals

AT A GLANCE

Goal 1: Increase Engagement

Strengthen district connections by implementing communication strategies to actively engage the community.

Goal 2: Strengthen Culture

Build a consistent, positive district culture that reflects AGSD's values and fosters a sense of community and belonging among students, families, and staff.

Goal 3: Improve Accessibility

Ensure that all members of the school community can easily access and understand district information through clear communication across multiple channels.

Goal #1: Increase Engagement

Implement communication strategies such as regular and varied communication channels, personalized messages, opportunities for feedback, and in-person events to actively involve the community in the communication process to foster a sense of connection and ownership within the district.

ACTION STEPS:

Step 1: Participate in community engagement/event opportunities with items to promote the district and its services.

- Develop postcards and brochures in both English and Spanish to distribute at events.
- Promote participation by sharing that the district will have staff/table at event.
- Be prepared with promotional items, email sign-up sheet, and handouts.

Lead: Communications Coordinator
Additional Support: Pupil Services, Teaching & Learning
Timeline: August 1, 2025 - August 31, 2028

Step 2: Promote the work of the school board with improved informational content that includes:

- Develop "Meet Your Board Member" profiles.
- Update and reorganize the school board section of the district website.
- Create easy-to-understand infographics explaining major board decisions and their impact.

AGSD 2025 Satisfaction Survey Insights

Survey results indicate that 70% of AGSD families are satisfied with the School Board's communication methods, and 65% agree that board communications are clear and easy to understand. However, only 55% feel communication is frequent enough to keep them well-informed. This reinforces the need for enhanced board communication through more accessible content, updated website resources, and easy-to-understand infographics.

Lead: Communications Coordinator
Additional Support: Superintendent, School Board Members
Timeline: January 1, 2026 - August 31, 2026

Goal #1: Increase Engagement (continued)

Implement communication strategies such as regular and varied communication channels, personalized messages, opportunities for feedback, and in-person events to actively involve the community in the communication process to foster a sense of connection and ownership within the district.

- **Step 3**: Identify future engagement opportunities involving the superintendent, school board members, and the community, such as hosting an event/forum for updates on initiatives and opportunities for one-on-one interaction.
  - The event can provide general updates and information and/or specific topics of interest.
  - Invite local officials such as township supervisors and borough council members.
  - Promote event on all channels.

AGSD 2025 Satisfaction Survey Insights

Survey results show that 66% of AGSD families are satisfied with the district's community engagement opportunities. However, only 55% agree that School Board communication is frequent enough to keep them well-informed. This underscores the importance of offering more interactive, in-person opportunities for families to engage with district leadership, ask questions, and receive updates firsthand.

Lead: Communications Coordinator
Additional Support: Cabinet, School Board Members
Timeline: August 1, 2027 - June 30, 2028



Goal #2: Strengthen Culture

Build a consistent, positive district culture by reflecting its core values, mission, and unique identity through messaging and visuals, fostering a sense of community and belonging among students, parents, and staff, ultimately driving engagement and support for the school by clearly communicating what it stands for and the experience it offers.

ACTION STEPS:

Step 1: Create an all-staff branding and customer service training to emphasize "#AGSDpride" and what it means to be an AGSD employee and promote the work of the district.

- Training will reinforce branding guidelines to ensure that all staff consistently and properly use graphics and materials that are approved by the district.
- Training will have a customer service emphasis, highlighting the importance of serving our community to the best of our ability.
- Training will also focus on building a sense of community among AGSD staff by focusing on the mission and vision of the district and overarching goals as a team.

Lead: Communications Coordinator
Additional Support: Human Resources
Timeline: January 1, 2026 - August 31, 2026

Step 2: Establish a brand ambassador program with staff who are interested in promoting the district on social media and the website.

- Recruit team of approximately 6-12 AGSD staff members who would be interested in sharing classroom/building highlights to post on the district social media account and website.
- Develop process for content submission and approval.
- Create a content calendar to designate responsibilities to remain consistent with content across buildings.
- Develop incentives and appreciation opportunities to encourage staff to be brand ambassadors (swag prizes, annual breakfast, etc.).

Goal #2: Strengthen Culture (continued)

Build a consistent, positive district culture by reflecting its core values, mission, and unique identity through messaging and visuals, fostering a sense of community and belonging among students, parents, and staff, ultimately driving engagement and support for the school by clearly communicating what it stands for and the experience it offers.

AGSD 2025 Satisfaction Survey Insights

Survey results indicate that AGSD families are most interested in district and school events (79%), curriculum/program information (69%), and classroom features (63%), reinforcing the need for more frequent and engaging staff-driven content on social media and the website.

Lead: Communications Coordinator
Additional Support: Building Administrators/Staff
Timeline: January 1, 2027 - June 30, 2028



Goal #3: Improve Accessibility

Ensure that all members of the school community, regardless of ability, can readily access and understand information through various communication channels, including written materials, websites, emails, announcements, and events, by utilizing clear language, multiple formats, and assistive technologies where necessary.

ACTION STEPS:

Step 1: Develop standardized translation processes for routine communications that includes a written guide ensuring processes that include the following:

- All videos will have subtitles with a Spanish option.
- All graphics will have both a Spanish and English version.
- All newsletters/email campaigns will have the option to be translated into Spanish.

Lead: Communications Coordinator
Additional Support: Information Technology, Teaching & Learning
Timeline: August 1, 2025 - May 31, 2026

Step 2: Develop communication accessibility guide to educate families and staff on accessibility tools, translation tools, and other communications platforms.

- Following ADA compliance efforts, a comprehensive overview of updates and guidelines detailing what the tool is used for, step-by-step instructions, and resources for additional support.

Lead: Communications Coordinator
Additional Support: Information Technology, Teaching & Learning
Timeline: August 1, 2026 - August 31, 2027

Avon Grove School District

Strategic Communications Plan

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