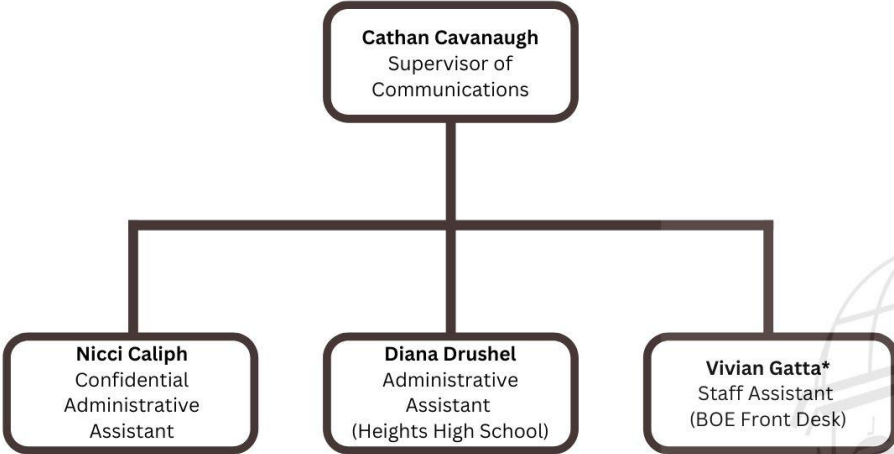




Cleveland Heights-University Heights

COMMUNICATIONS

DEPARTMENT ORG CHART



*Retired; last day was December 5. Interviews begin the week of December 8

The Extended Goal 3 Universe

Lisa Hunt
Family Engagement
Specialist



Nancy Pepler
Supervisor of Community
& School Partnerships



Laura Loebel
Executive Director,
Heights Schools
Foundation



Betsy Friedlander
Marketing and
Development
Coordinator



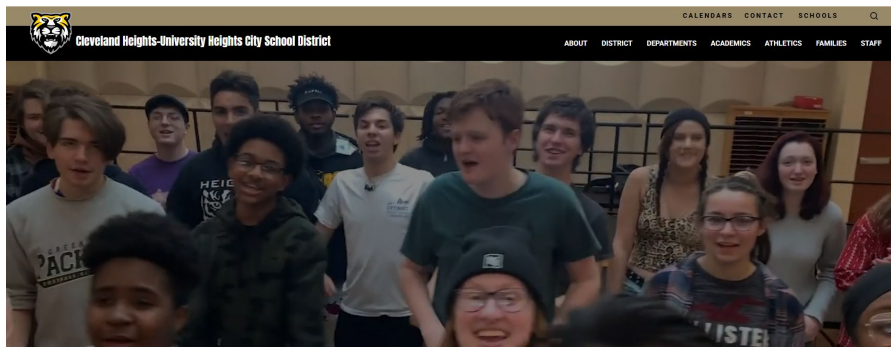
DEPARTMENT OVERVIEW

The CH-UH Communications Department manages internal and external District communications and provides schools with communications support.

- ❖ **Publications (online and print)**
 - **Weekly e-newsletter** for staff and a weekly e-newsletter for families and subscribed community members.
 - Print publications include the **wall calendar**, the **Quality Profile**, and the **triannual newsletter**, the *Update*, which is mailed to all households in District boundaries.
 - Partner with the Heights Schools Foundation to produce the semiannual **Heights Magazine**.
- ❖ **Social Media**
 - CH-UH is active on Facebook, Instagram, LinkedIn, and YouTube, keeping followers updated with important information and points of pride.



DEPARTMENT OVERVIEW



❖ Website

- Our website, chuh.org, is the primary source of information for the district and its schools. The website is a valuable resource in the district's effort to provide the most comprehensive and timely information available for families and community members.

❖ Video

- The District records and streams many events throughout the year in partnership with IT, including student concerts, programs, athletic events and board meetings. The videos are available at YouTube.com/CHUHSchools.

DEPARTMENT OVERVIEW

❖ Crisis Communications

- The Communications Department supports schools during **emergencies** by crafting and sending timely communications from start to finish. The Department also provides support during district-wide **PR crises**.

❖ Media Relations & Advertisements

- The Communications Department works closely with the **local media** to deliver important information, provide statements, coordinate interviews, and promote positive news. The department purchases **ad space** in local publications for special events (e.g. the Fall Musical) and celebrations (e.g. Senior Destinations).

❖ Student Recruitment

- Communications uses a variety of platforms, such as paid & organic social media, signage (e.g. Public Is For All banners), tours, and partnerships to promote student registration and **promote the District** as the top educational choice for families.

Heights High presents 'Les Misérables'

October 27, 2025

Diana Drushel



Lead actors in Heights High's fall show.

Heights High will present performances of "Les Misérables – School Edition" on Nov. 1 and 8 at 7 p.m., and on Nov. 2 and 9 at 2 p.m.

The show features more than 200 high school students performing in two casts and in the pit orchestra, and managing backstage operations.

DEPARTMENT OVERVIEW



❖ Branding

- The branding of the CH-UH District is important in maintaining consistency and promoting the District as a symbol of pride throughout the community. [Brand Standards & Logos](#)

❖ Events

- Communications collaborates across departments to produce, promote, and support District-wide events such as Staff Convocation Day, Staff Awards, Heights Family Resource Center events, ribbon cuttings, recruitment events, etc.

❖ Customer Service

- Friendly and effective customer service is a **shared responsibility** among all staff throughout the District. The Communications Department champions the effort by providing training and tools for staff members to improve relations with our guests.

DEPARTMENT VISION

The CH-UH communications department is the trusted source of information for the district. Our work inspires pride, promotes the desire to join Tiger Nation, and influences dedication from the community.

The work of our department is seen by school communications colleagues as exemplary; our expertise is frequently sought.

DEPARTMENT KEY PERFORMANCE INDICATORS (KPIs)

- ◆ One Plan Goal 7: Communications, Family Engagement, & Community Partnerships
 - Communications Strategy: Define and operationalize the reasons students and families at transition grades (5 to 6; 8 to 9) leave the District. Define and operationalize the reasons these students and families choose to stay in (or come to) the District.

FOCUSED AREAS OF WORK IN DISTRICT ONE PLAN

- ❖ **Root Cause:** Student enrollment continues to decline for a variety of reasons. Within our control is the implementation of strategic public relations practices surrounding student recruitment and retention.
- ❖ **3 Year Goal:** The District will have a comprehensive, consistent, rolling public relations plan focused on current students at transition levels and potential new families.
- ❖ **Strategy:** Define and operationalize the reasons students and families at transition grades (5 to 6; 8 to 9) leave the District. Define and operationalize the reasons these students and families choose to stay in (or come to) the District.
 - Action Steps:
 - i. Gather data from families who are attending recruitment events. Gather data from families who choose to leave. Gather data from families who choose to stay. Gather data from other sources such as Niche, First Ring, NSPRA, and OHSPRA.
 - Have convened an Enrollment Team to analyze our District's enrollment trends alongside population trends.
 - ii. Develop at least 3 PR tactics specifically for these transition families based on the data collected.
 - Will be convening a committee to plan a spring open house for Heights High.
 - iii. Standardize our practices as it relates to enrollment reporting.

CYCLE OF WORK

- ◆ [District Communications Overview 2025-2026](#)