



DENVER
PUBLIC
SCHOOLS

Communications

KBE Policy Implementation Campaign | Athletics Dept.

STRATEGIC COMMUNICATIONS PLAN | October 2025

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Stakeholders

- [Mindi Onwuegbu](#), Strategic Communications Specialist
- [Stacy Blaylock](#), Internal Communications Manager
- [Kevin Bendjy](#), DPS Athletics
- [Bobby Thomas](#), Senior Executive Director of Secondary Public Schools
- [Scott Wolf](#), Operational Services Director

- FACE, TBD
- [Ted Thompson](#), Executive Director Secondary Schools

Goals: Desired Outcome

- Distribute KBE rollout strategy to 100% of school leaders (Grades K through 12) for the new KBE policy expectations by the end of October.

Key Audiences:

Audience	Primary	Secondary	Notes
School Leaders	✓		
Athletic Directors	✓		
Booster Club Presidents	✓		
PTO/PTA Leaders	✓		
Advisory Council Chairs	✓		



Key Audiences:

Alumni Representatives		✓	
Parents/community members		✓	
District leadership		✓	
Board Members		✓	
Media		✓	Should inquiries arise

Situation Analysis

• New KBE policy requires the consolidation of multiple existing parent and support groups into four streamlined organizations.	• Misinterpretation of the policy's intent.
• Each school's structure may vary significantly; some schools may have numerous booster clubs or foundations.	• Emotional attachment to existing group identities.
• There may be confusion, resistance, and	• Lack of clarity regarding financial or legal

Situation Analysis

concerns over control, funding, or representation.	matters.
• Parent volunteers and leaders value transparency, voice in decision-making, and recognition of their contributions. • School leaders need clear talking points, training, and consistent messaging to handle questions and potential conflicts.	• Parent volunteers and leaders value transparency, voice in decision-making, and recognition of their contributions. • Timing is tight--information and training must be shared with school leaders before the end of October.

Strategies:

Goal	Strategy
1	Create transparency with KBE rollout and process.
2	Ensure policy jargon is clear and concise for all audiences (primary, secondary audiences).

Implementation



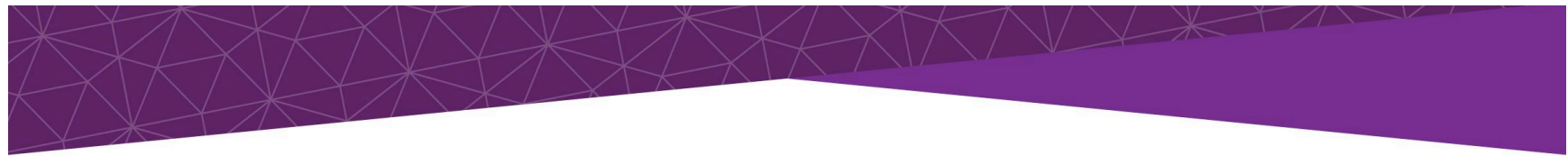
Key Dates and Deadlines

- **By the end of the semester:**
 - 100% of school leaders will have received and reviewed KBE policy materials and talking points.
 - 90% of schools will have scheduled or completed a parent meeting to discuss the new policy and next steps for transition.
 - Feedback from at least 75% of school leaders indicates increased clarity and confidence about the new policy.

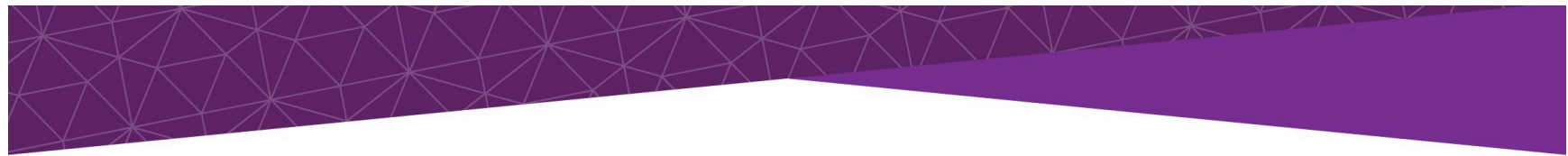
Key Messages

- The purpose is to get funds to students as securely, smoothly and in compliance as possible.
- Going into the next school year, everything needs to be aligned with Board policy.
- Explain what this policy is, why it came to be and when it takes effect.
- The consolidation supports collaboration, accountability and equity across all school levels.
- The new system reduces duplication, simplifies fundraising and creates stronger partnerships between schools and parents.
- The district will provide resources to empower school leaders in passing KBE policy information along to school organizations.
- Schools need to host meetings with school organizations/parent groups by (TBD by individual schools).

Deadlines/Tactics					
Deadlines	Tactic - "What"	Description	Eval. Method(s)	Lead	Status
Oct. 14-16	Collaborate on the FAQ doc and PowerPoint, one-pager	- Start toolkit (FAQ, PowerPoint, One-pager, school leader exit survey, email template to parent groups, school/community group exit survey) - Add resources to Toolkit: KBE Policy Draft, Parent/stakeholder communication from school leaders, Parent Organization Guidelines, Playbook		Comms & Athletics &	Compl... ▾
Oct. 17-20	Leadership training prep and alignment	Finalize toolkit for school leaders/ADs.		Athletics	Compl... ▾
Oct. 17-20	Letter from the school	Finalize letter to parents/groups from school		Comms	Compl... ▾



	leader to affected groups	leaders introducing KBE change and how groups will learn to implement this in their work.			
Oct. 28		Meet with OSDs @2:15 p.m. (Room 815)		Athletics	Compl... ▾
Oct. 29		Place blurb and ICYMI into LW in the next two weeks			Compl... ▾
Oct. 31	Leadership Virtual Town Hall/Training Session	- Host virtual 45-minute training and Q&A sessions for school leaders/designee, just employees Friday, Oct. 31 @1:00 p.m. (PL day) - Record the session and provide a replay link for those who could not attend. - Encourage leaders to identify potential consolidation changes ahead of meetings - Send the ICYMI toolkit through the Leader Weekly newsletter		Athletics	Compl... ▾



Oct. 31	Wrap-Up & Feedback Collection	• Provide an exit survey to school leaders after the training to assess their understanding and preparedness to capture any additional questions.		Comms and Athletics	Compl... ▾
November	Parent Communication Launch	• Send school leader communication via Leader Weekly (internal) newsletter and external website update. • Share customizable templates for principal newsletters. • Post the FAQ on the district athletics webpage.		Comms	Compl... ▾
	School-level Implementation Meetings	• Each school holds meetings with parent groups. • Use the district-provided presentation deck, talking points, and feedback form.		School leaders & Athletics	Compl... ▾
	Wrap-Up & Feedback Collection	• Provide an exit survey to parent organizations for schools to collect information following the meeting.			Compl... ▾



Evaluation

Evaluation Methods

- [Post-training exit survey](#) given to school leaders following their training on **Oct. 31** to measure the level of understanding and receive the questions and feedback they have.
 - 29 responses were recorded
 - 65.5% represented to elementary school grades
 - 13.8% represented grades 6-12
 - 13.8% represented high school
 - 1 grades 6-12 was represented
- [Parent group post-meeting exit survey](#) to leaders of parent groups, clubs, advisory and fundraising groups to receive feedback on the level of understanding and capture initial questions.
 - The parent group post-meeting exit survey was not utilized.
- **Attendance logs for school leader and parent meetings.**
- **Feedback summaries from school leaders.**
 - 55.2% of school leaders who completed the survey felt confident about implementing the new policy, followed by
 - 37.9% of school leaders felt fairly confident, with the smallest percentage consisting of
 - 2 schools that did not feel confident at all in implementing the new policy.



Evaluation Methods

- Analytics (activity dashboard, click-through rate on ICYMI for newsletters, survey).

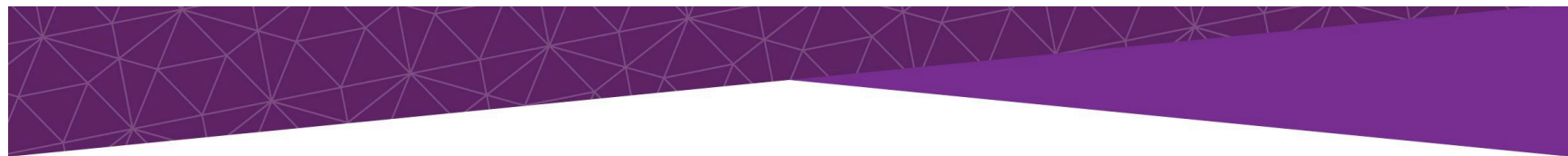
Reflection

- What did you learn from the information you collected?
 - Practicing with the OSDs was helpful for the presenter to refine the presentation before speaking with school leaders
 - Only create resources for the primary party that requested.
- What should be revised or changed for next time?
 - No need to create surveys for school leaders.
 - Let them determine their own method for feedback.

Content

Content

Deadline	Collateral	Lead	Channel	Notes	Status
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Oct. 10	Submit Meeting times blurb placeholder	Comms & Athletics	Leader Weekly	Mindi will submit a placeholder Stacy will confirm details with Kevin	Completed ▾
Oct. 20	Toolkit	Comms	Email	(Individual items below)	Completed ▾
Oct. 20	One-pager summary	Comms & Athletics	Email	Part of the toolkit	Completed ▾
Oct. 20	FAQ for school leaders and parents	Comms & Athletics	Email	Part of the toolkit	Completed ▾
Oct. 20	PowerPoint for school leader/parent meetings	Athletics	Email	Part of the toolkit	Completed ▾
Oct. 20	Email template to parent organizations	Comms	Email	Part of the toolkit	Completed ▾
Oct. 20	School Leader Playbook	Athletics	Email	Part of the toolkit	Completed ▾
Oct. 20	Post-meeting survey for parent organization leaders	Comms & Athletics	Email	Part of the toolkit	Completed ▾



Oct. 28	OSD Training	Athletics	Virtual	Athletics leading	Completed ▾
Nov. 4	Leader Weekly blurb: School Leader Toolkit for KBE Policy	Comms	Newsletter		Completed ▾
Nov. 10	Post-meeting survey for school leaders	Comms & Athletics	Email		Completed ▾
Nov. 11	Principal Call	Athletics	Phone		Blocked ▾