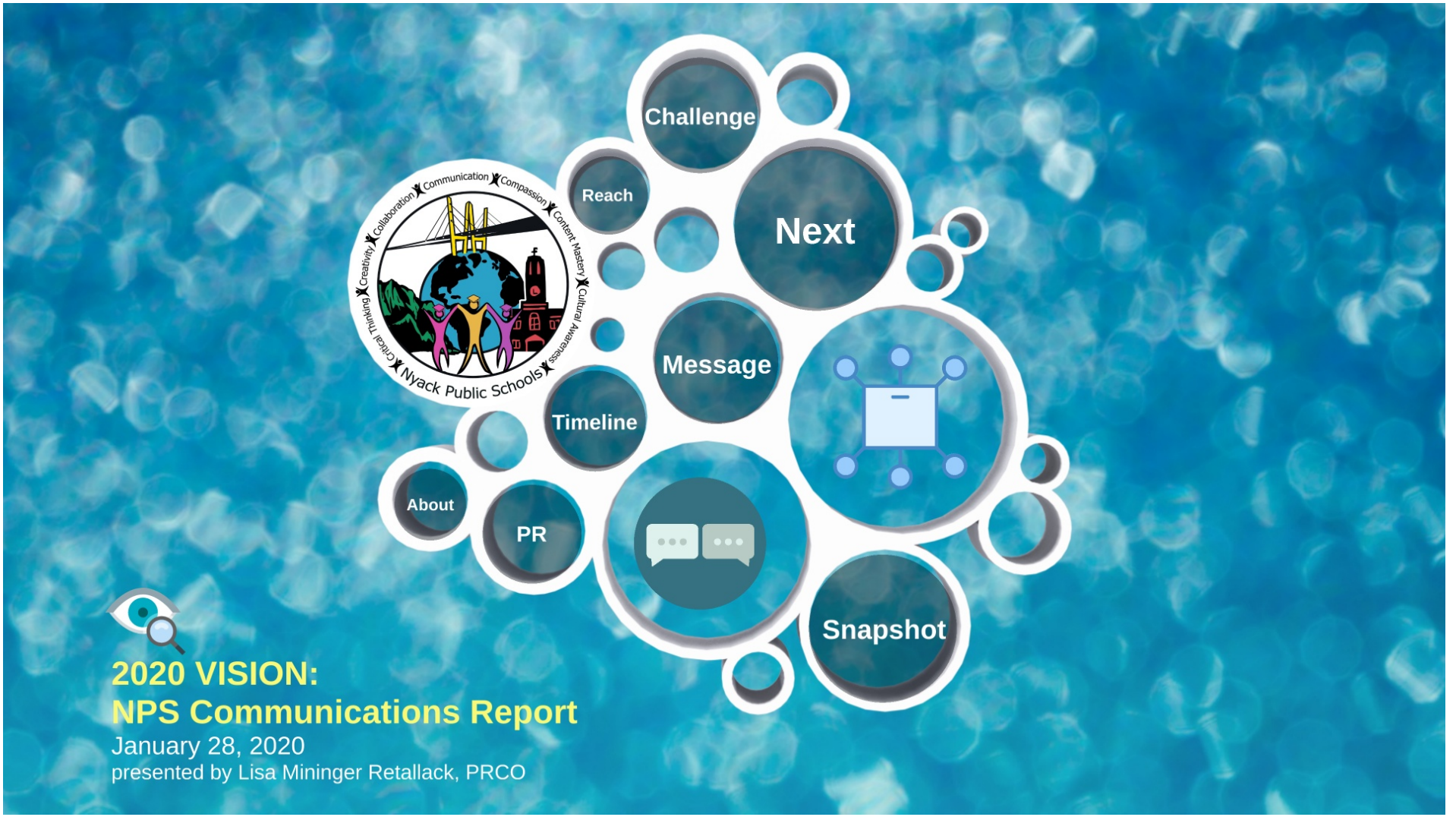


2020 VISION:
NPS Communications Report

January 28, 2020

presented by Lisa Mininger Retallack, PRCO

2020 Vision

Strategic Communications for Nyack Public Schools

January 28, 2020 Presentation to the Board of Ed



Building Bridges for today's students to cross into tomorrow's world with Equity, Innovation & Optimism

An Extraordinary Opportunity:

... Our school community is truly a microcosm of the United States

Accompanied by a Challenge:

... How do we gain trust, build relationships to engage with equity and be true to our vision within our school community?



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Accompanied by a Challenge:

... How do we gain trust, build relationships to engage with equity and be true to our vision within our school community?

A Strategic Communications Plan is key

... Connect, Integrate, Tell our story, Engage





The basic building block of good communication is the feeling that every human being is unique and of value.



“The basic building block of good communication is the feeling that every human being is unique and of value.”

- ***Update** the BOE on highlights in the District Communications 5 Year "CITE" Plan*



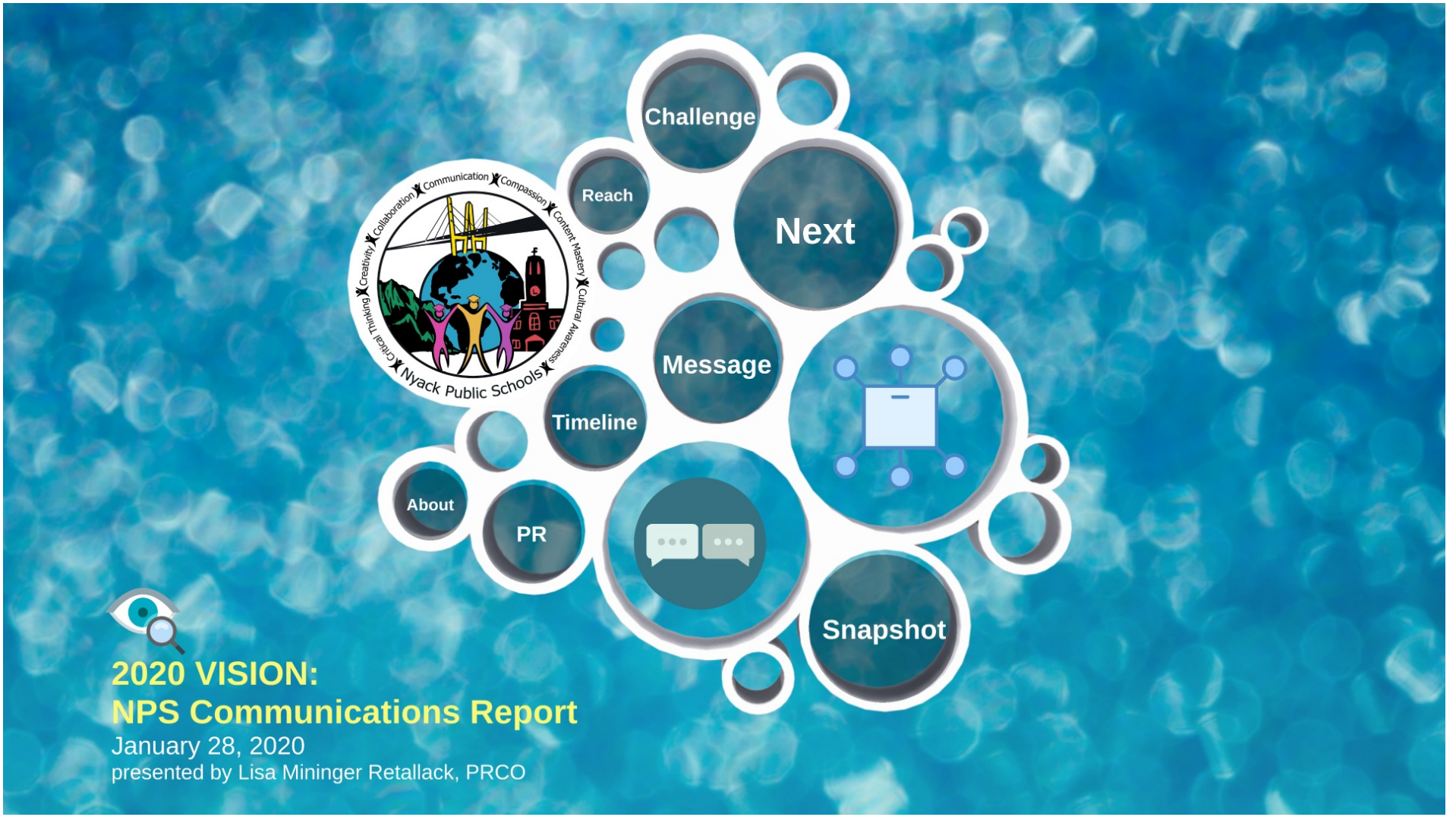
“The basic building block of good communication is the feeling that every human being is unique and of value.”

- ***Update*** ***the BOE on highlights in the District Communications 5 Year "CITE" Plan***
- **Connect current Public Relations & Community Outreach goals to the District Vision**



“The basic building block of good communication is the feeling that every human being is unique and of value.”

- ***Update** the BOE on highlights in the District Communications 5 Year "CITE" Plan*
- **Connect current Public Relations & Community Outreach goals to the District Vision**
- **Present a plan for upcoming endeavors that promote the overarching mission of NPS**


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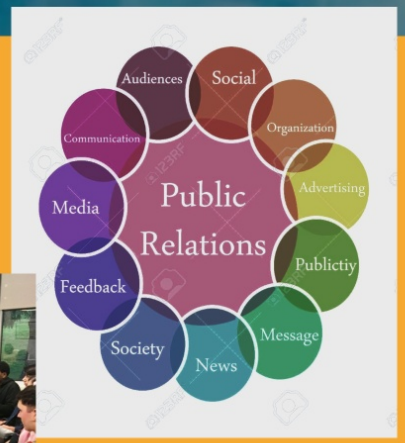
A Look Back: Strategic Communications Plan 2015 - 2020

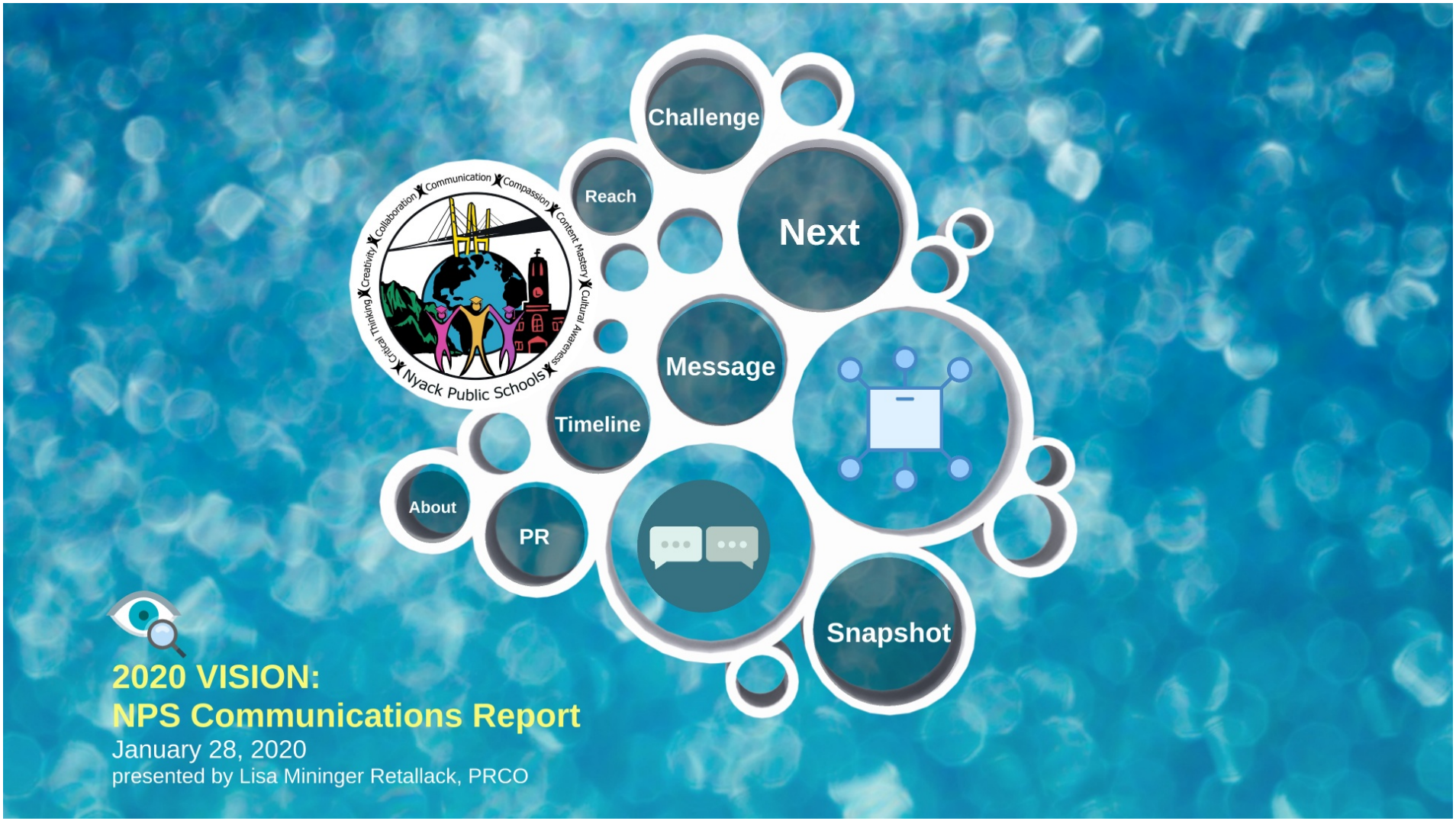
With Our "CITE" on Communications: Connect, Integrate, Tell our story, Engage

District PR&CO Highlights:

- Community Priorities Survey
- New District Website, plus 5 sites for schools
- New District Logo & Vision Statement
- Let's Talk (*ongoing*)
- 7 Core Competencies for Profile of a Graduate
- Peachjar (*ongoing*)
- Going Green Initiative
- New Staff Orientation - Nyack History
- Undoing Racism Initiative *(ongoing)*
- Community Forums & Film Screenings
- Nyack Basics Launch
- NYS Regents Tour of Schools
- Reaching Towards Equity Plan *(ongoing)*
- Envisioning Equity District-wide Consortium
- "In the News" Media Coverage *(ongoing)*
- Courageous Conversations in schools *(ongoing)*






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Timeline & Trajectory of Our Message

Connect, Integrate, Tell our story, Engage

- new position of PR & Community Outreach
- commitment to systemic & strategic change



Timeline & Trajectory of Our Message

Connect, Integrate, Tell our story, Engage



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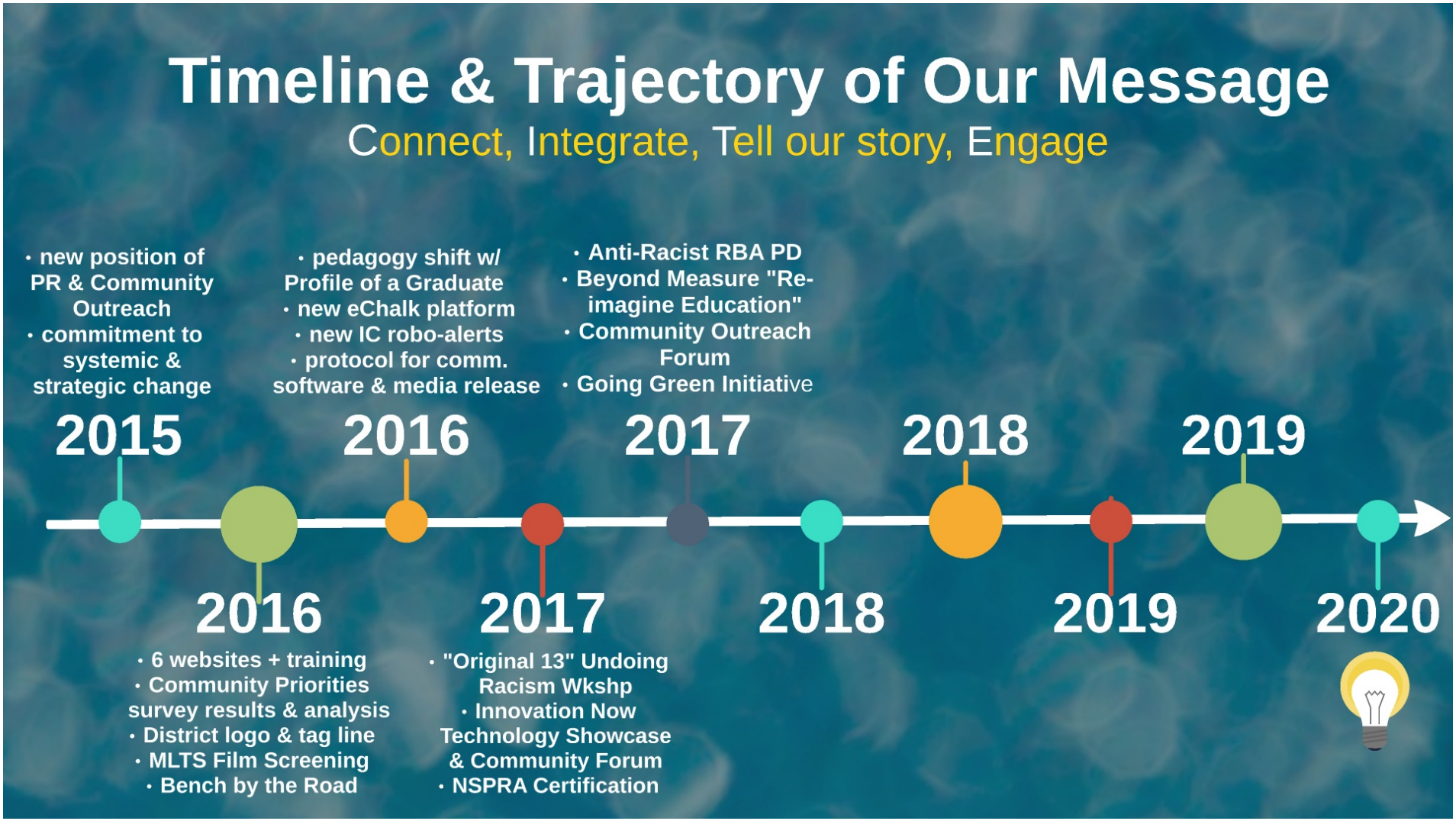
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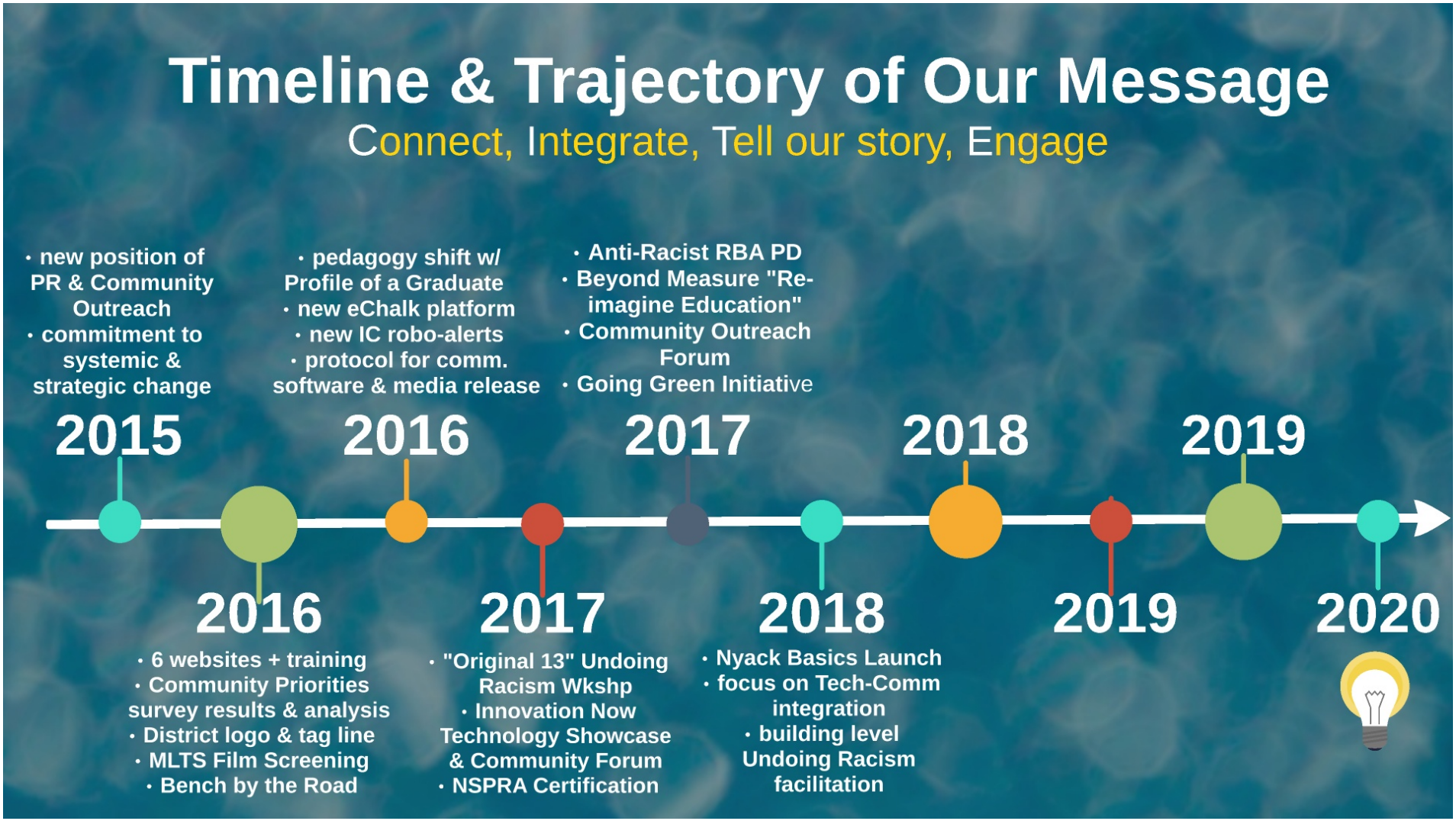
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Timeline & Trajectory of Our Message

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Timeline & Trajectory of Our Message

Connect, Integrate, Tell our story, Engage

2015
- new position of PR & Community Outreach
- commitment to systemic & strategic change

2016
- 6 websites + training
- Community Priorities survey results & analysis
- District logo & tag line
- MLTS Film Screening
- Bench by the Road

2016
- pedagogy shift w/ Profile of a Graduate
- new eChalk platform
- new IC robo-alerts
- protocol for comm. software & media release

2017
- "Original 13" Undoing Racism Wkshp
- Innovation Now Technology Showcase & Community Forum
- NSPRA Certification

2017
- Anti-Racist RBA PD
- Beyond Measure "Re-imagine Education"
- Community Outreach Forum
- Going Green Initiative

2018
- Nyack Basics Launch
- focus on Tech-Comm integration
- building level Undoing Racism facilitation

2018
- Joyce James Groundwater Analysis
- Turn the Mirror Inward Opening Day SCD
- "Reaching Towards Equity" Faculty PD

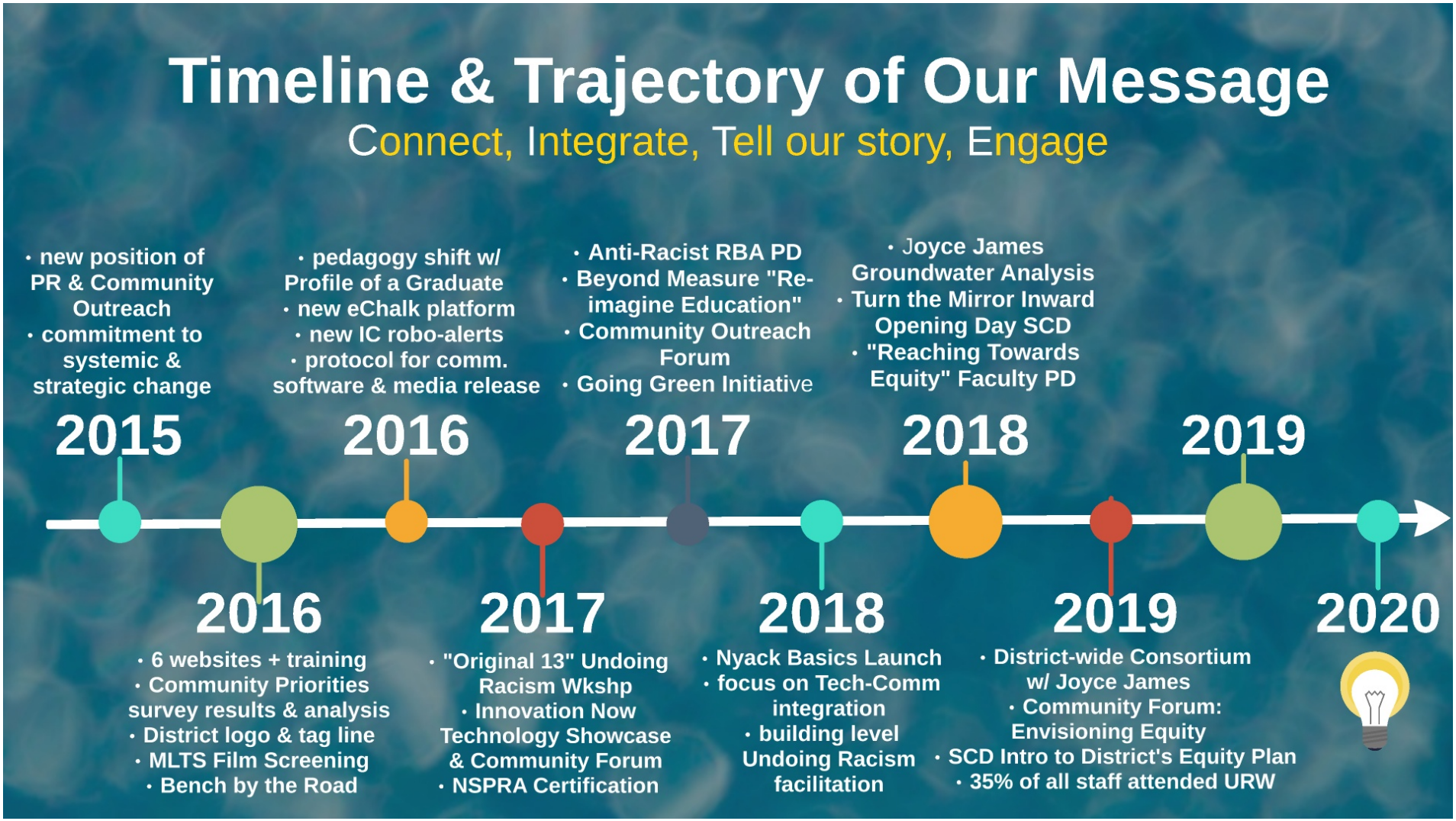
2019

2019

2020

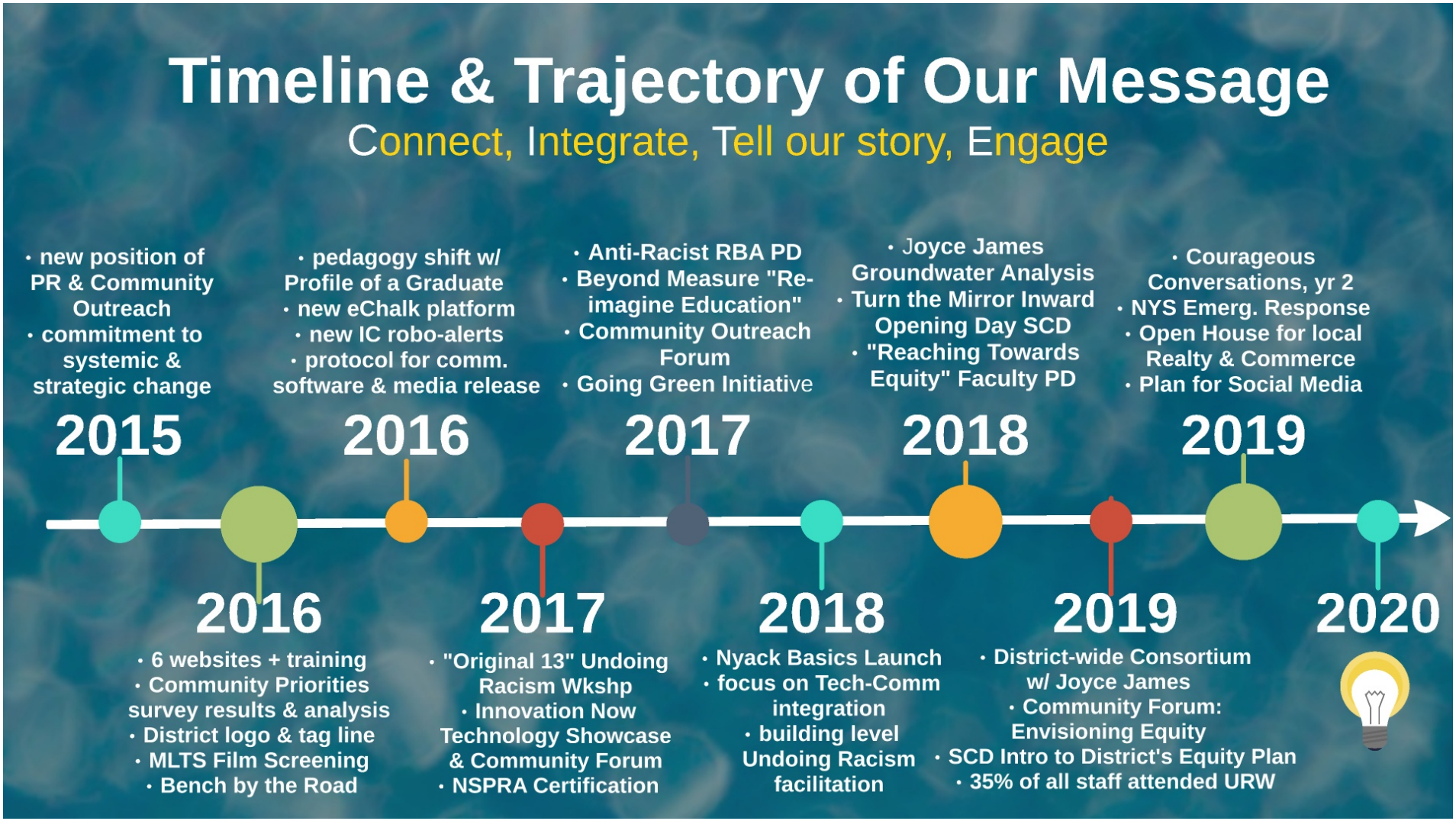
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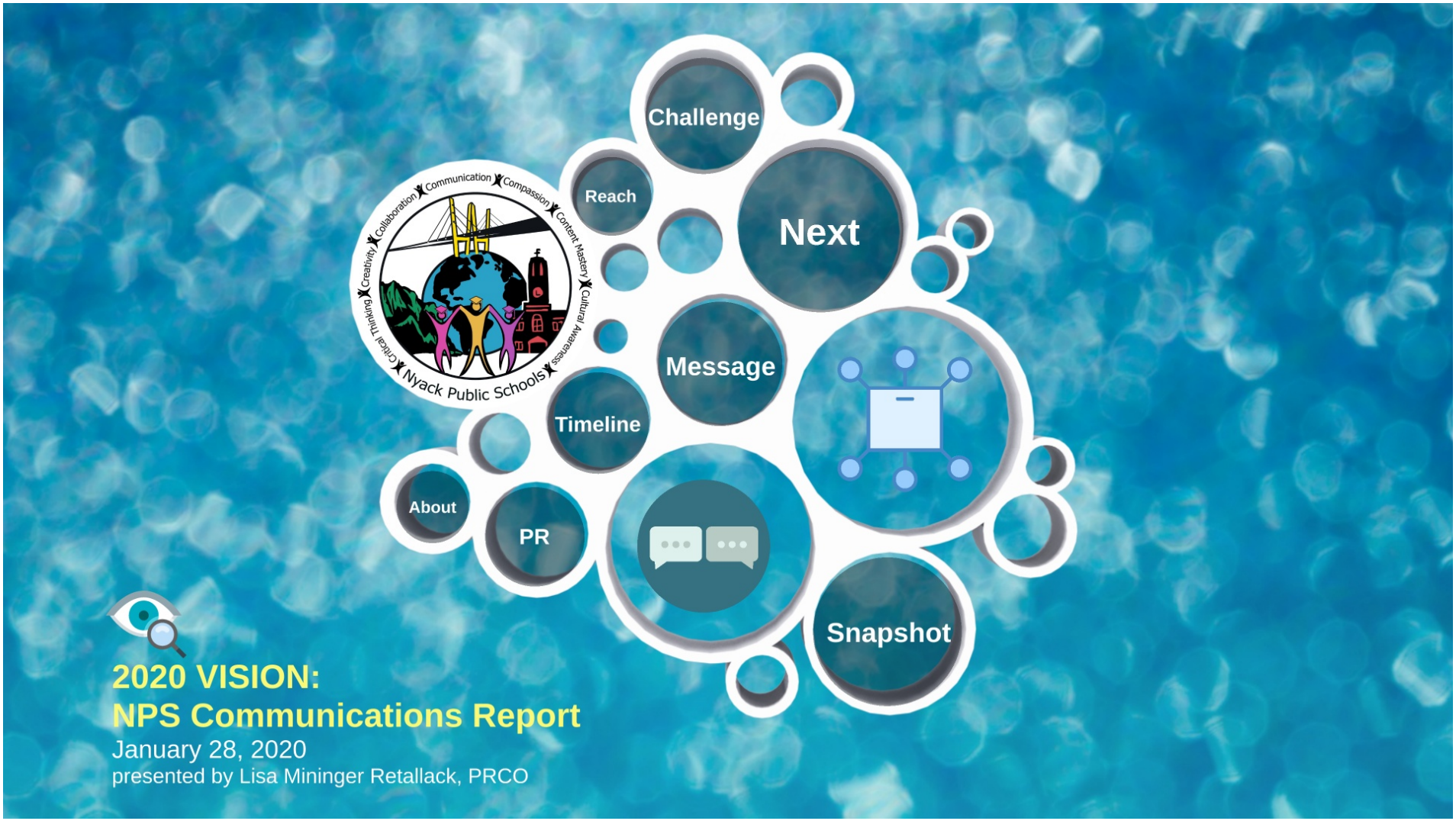
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Where We Are Now

Snapshot of Communications Data Points

Let's Talk
665 Dialogues

Peachjar
616 Paperless Flyers

In the News
43 Local Features

Undoing Racism
35% of all NPS staff trained

Where We Are Now

Snapshot of Communications Data Points



Let's Talk

665 Dialogues

- 78% parents/g
- customer rating 8 out of 10 avg.
- #1 topic - NHS
- SM mgmt. ready



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In the News

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- 100 trees saved
- 38% avg.open rate
- 1.6M "pages" sent
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- Joyce James, lohud 5/22/19



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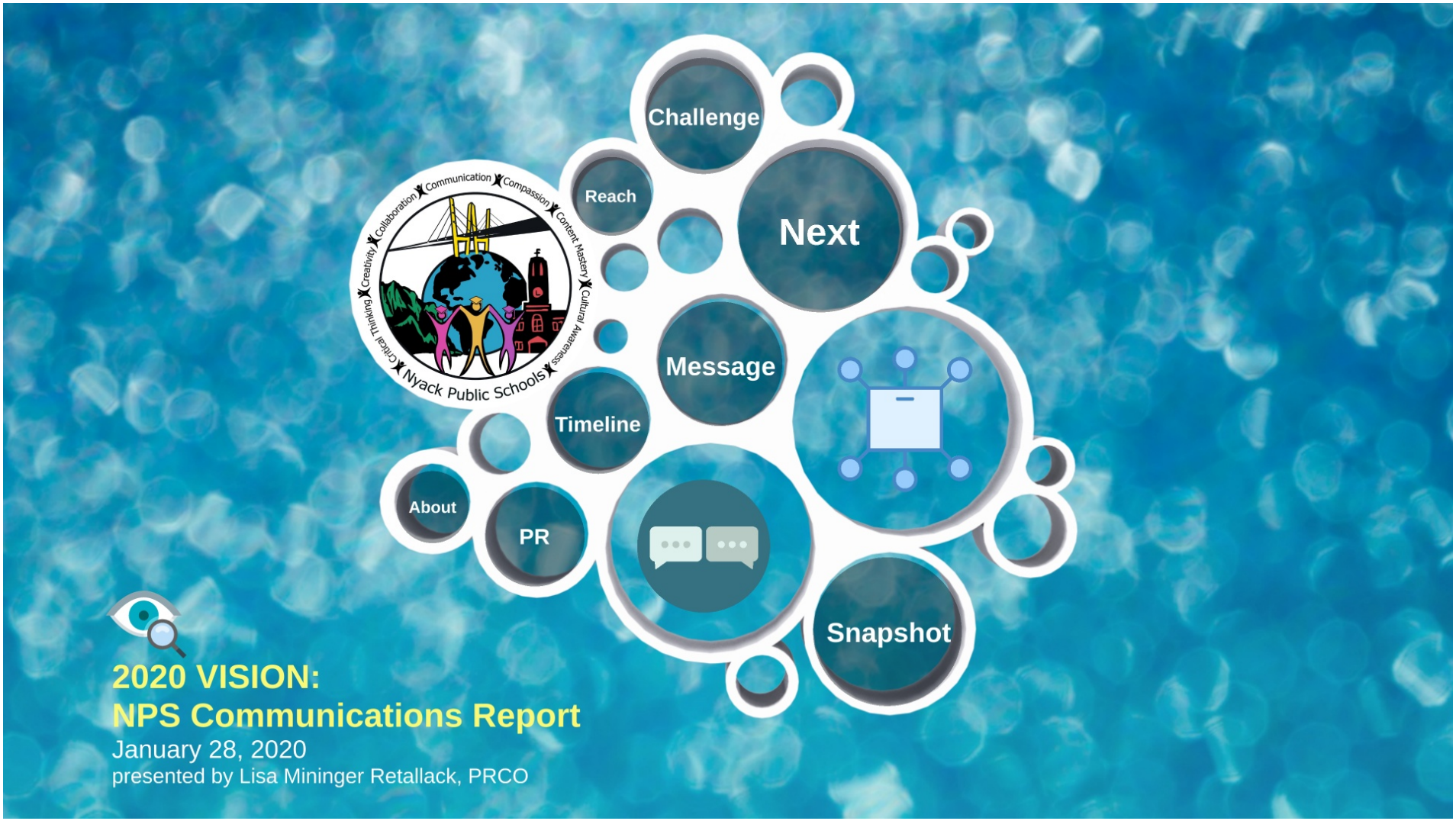
Undoing Racism

35% of all NPS staff trained

- 168 staff in past 3 yrs
- 100% BOE
- 93% Leadership Team
- 11 wkshps since 2016
- + 25 staff for 3/20 wkshp

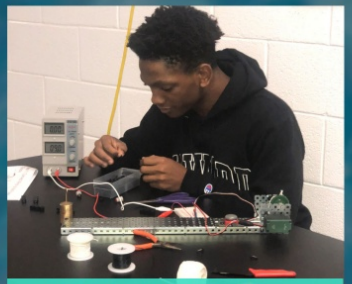
District Communications Purview:

- Branding/Promoting Vision
- Strategic planning for District initiatives
- Document our story
- Emergency Response/Weather-related Robo Messaging
- Internal and External communications
- Coordination of Superintendent projects & campaigns
- District outreach events
- District communications software/platforms
- Annual District printed materials: Calendar, Budget Matters
- Surveys, results & analysis
- Media relations
- PR correspondence with community


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consistent, common & clear message

"A picture is worth a thousand words"... Equity, Innovation & Optimism in NPS



Critical Thinking



Creativity



Collaboration



Communication



Compassion



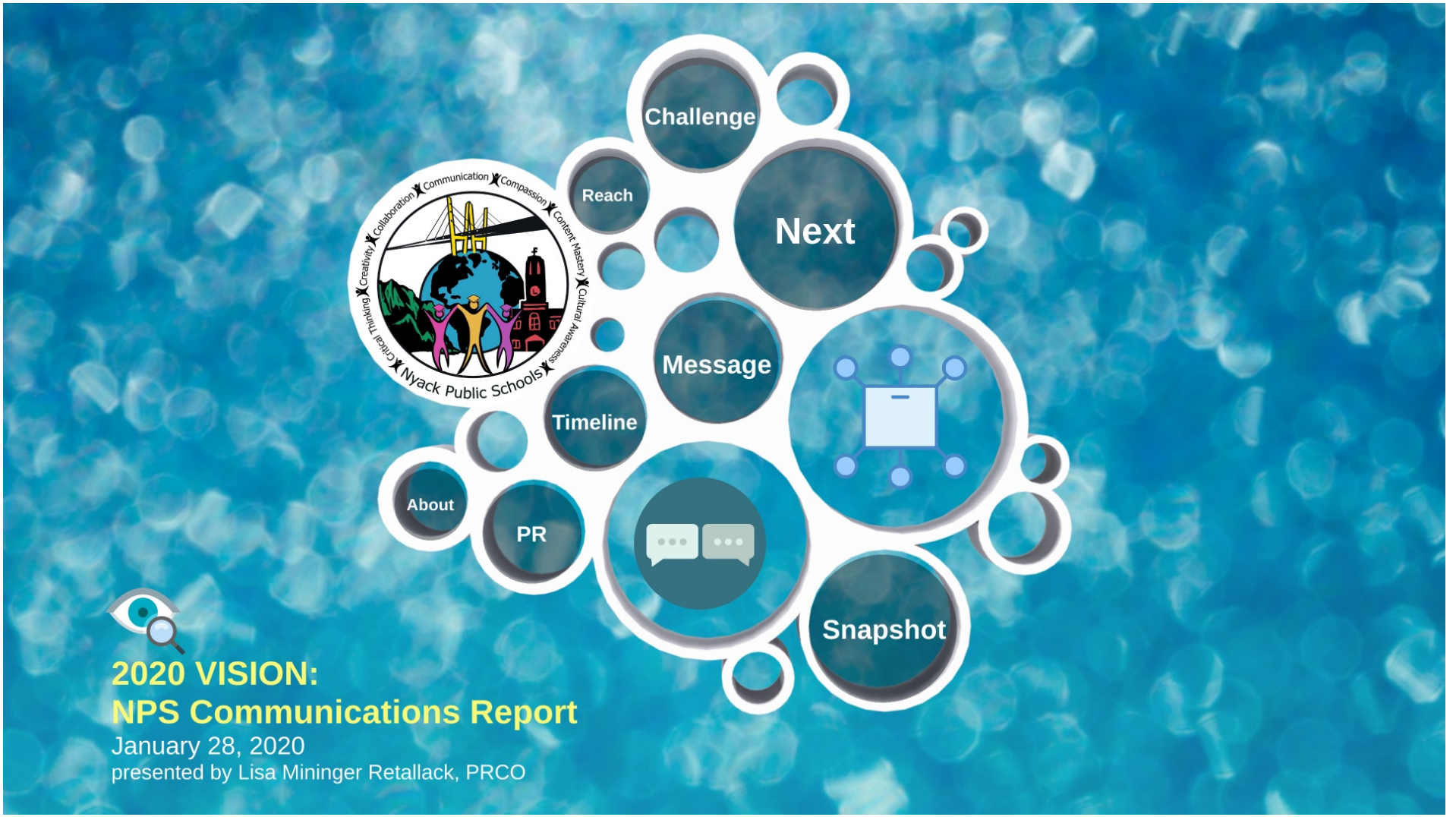
Content Mastery



Cultural Awareness



EveryOne Matters!


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2020 Vision: Connecting the Dots

- cohesive message
- consistent language, analysis, practice
- common commitment
- collective impact













2020 Vision: Expanding Our Reach

Using Social Media with an Equity Lens

- RFP for Consultant:
  - posted 1/10/20 - 2nd time; closed 1/24/20
  - interviews & review - Feb. 2020
- Tech-Comm assistance
- Expectation: development & implementation of District SM presence
- Scope:
  - assess best platforms, policy, protocol and practice
  - develop District-wide plan for management & postings
  - train staff, as needed
  - launch & promote with school community
  - utilize equity lens throughout
- Create & Implement Plan for District-wide Digital Citizenship

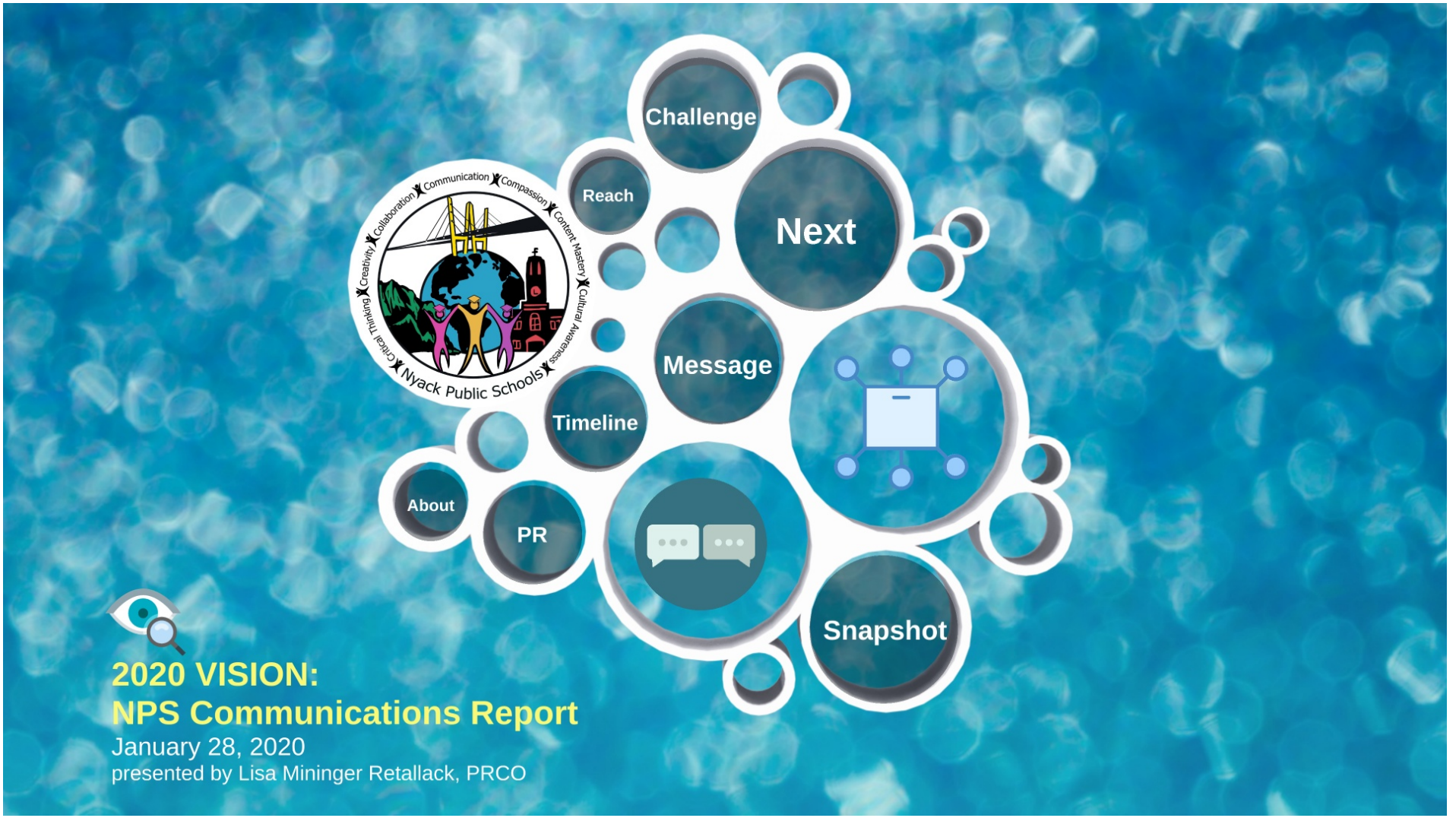
“Electric communication will never be a substitute for the face of someone who with their soul encourages another person to be brave and true.”

- Charles Dickens



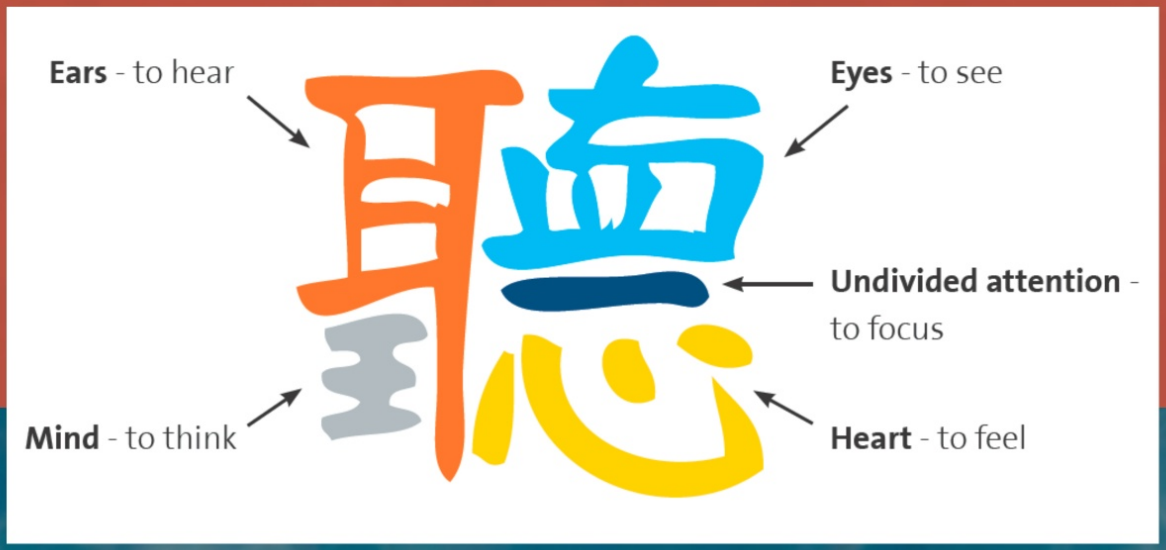
2020 Vision: Launching a "Mattering Campaign"

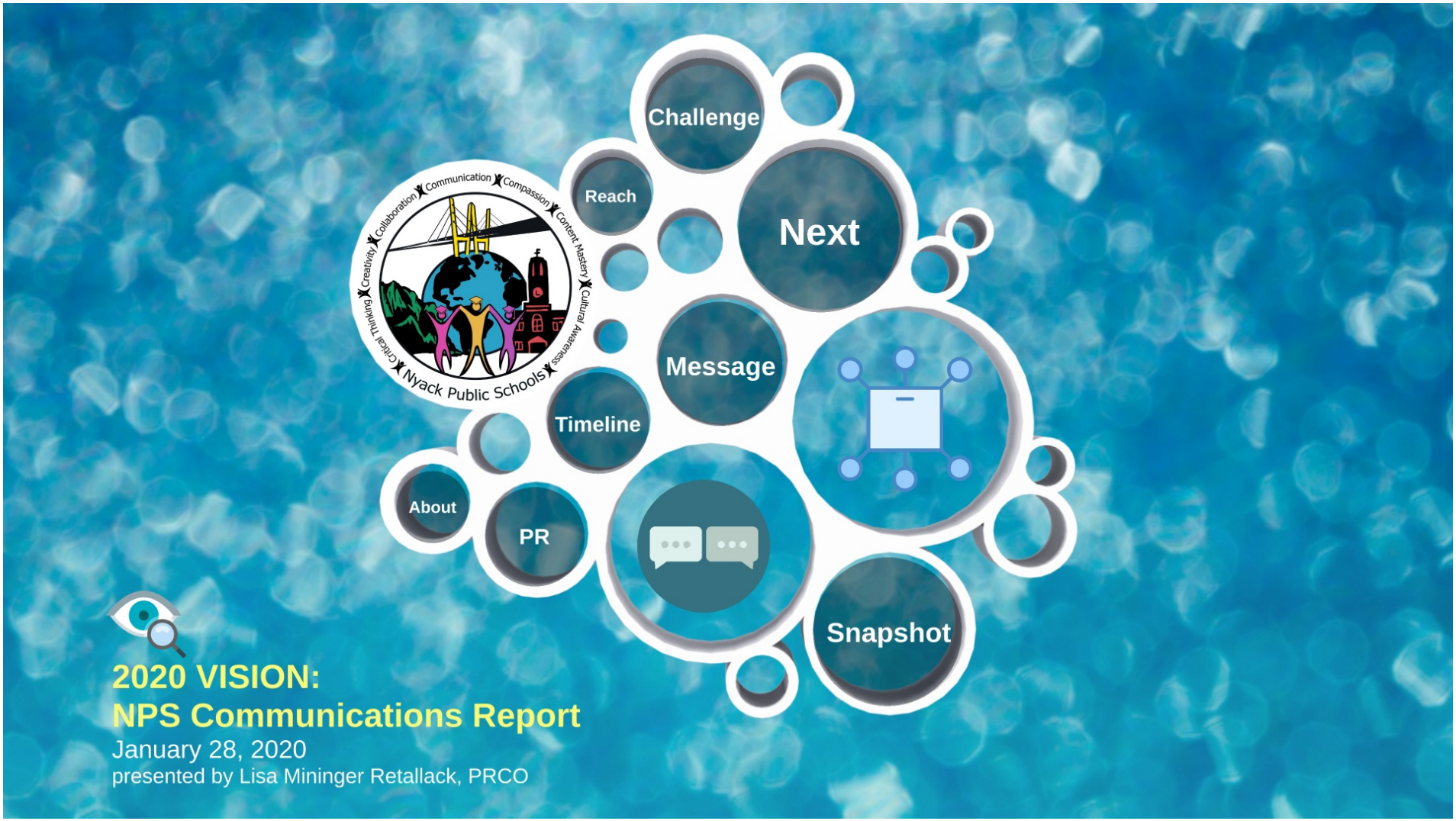
- **Objective:** to promote the values and vision of the District's Equity Plan with a cohesive message
- **Collaborative Plan** with PRCO & Office of Equity
- **Components:**
  - Inclusion & Individuality *"My name is my identity"*
  - Awareness & Visibility 10-5 Rule
  - Implicit Bias vs. Intention
  - Advocacy & Empathy


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2020 Vision: What's Next?
Communications Drives Change and Keeps Us Connected Within It
with an Equity Lens
with Data
with Community
with Commitment & Time
Launching Social Media: with an Equity Lens
Visualizing Our Data: Infographics Tell a Story
Documenting Our Journey: Systemic Change
Becoming an Anti-Racist Multi-Cultural Institution

Communication as Active Listening




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2020 Vision: Challenges...

- PRCO - One Stop Shop
- Developing for sustainability
- Innovation vs. time constraints
- Translation & Interpretation services/practice
- Staying relevant

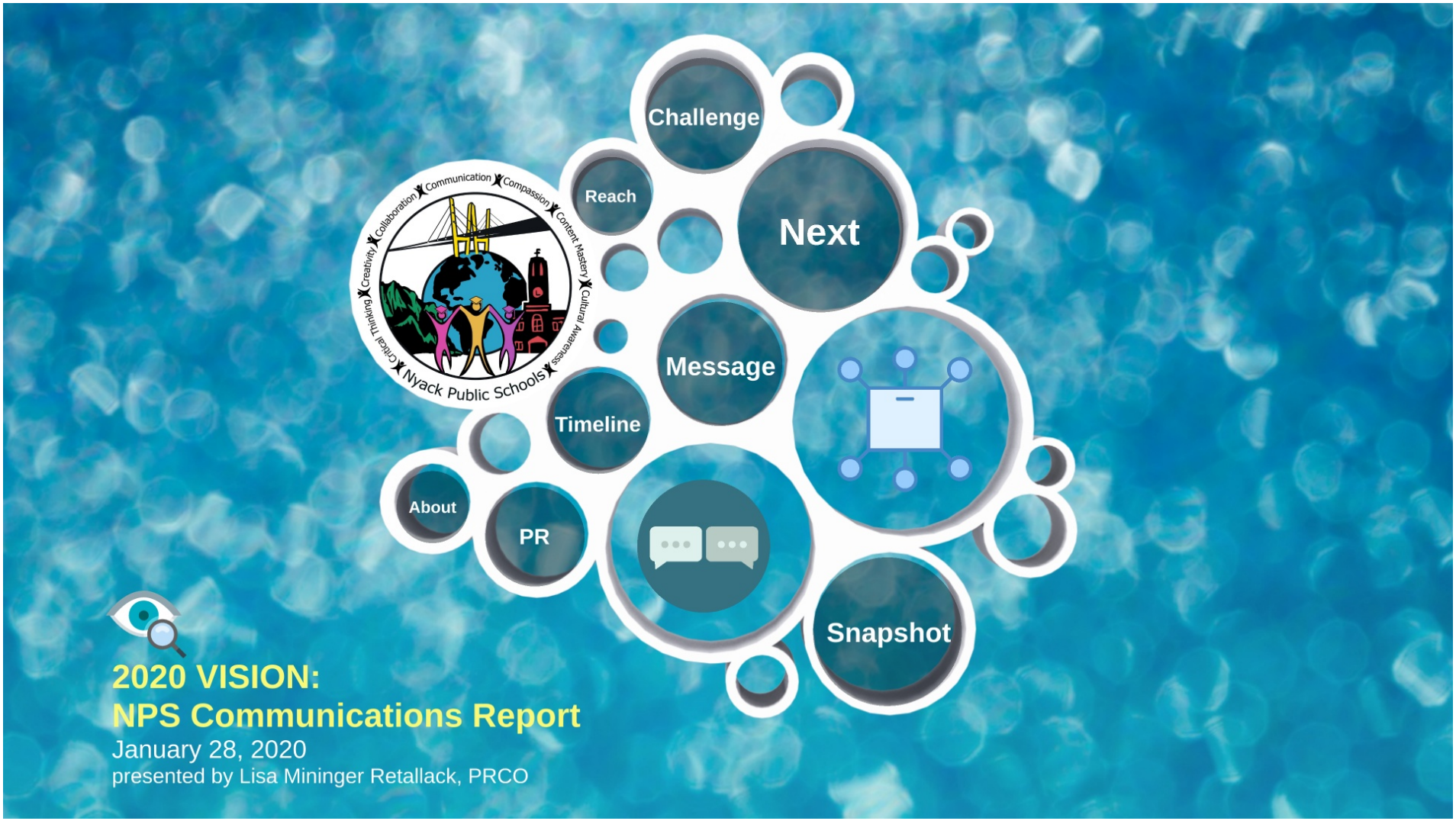


With 2020 Vision, communication can make a difference in our collective impact for systemic change and on our humanity.



"I want to build a bridge a bridge for children... a bridge between what we are doing inside the class and the lives they lead outside the class."

- Cornelius Minor


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