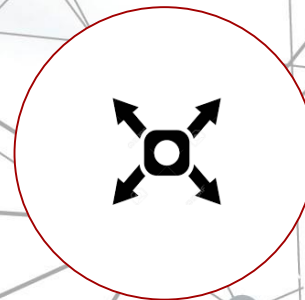
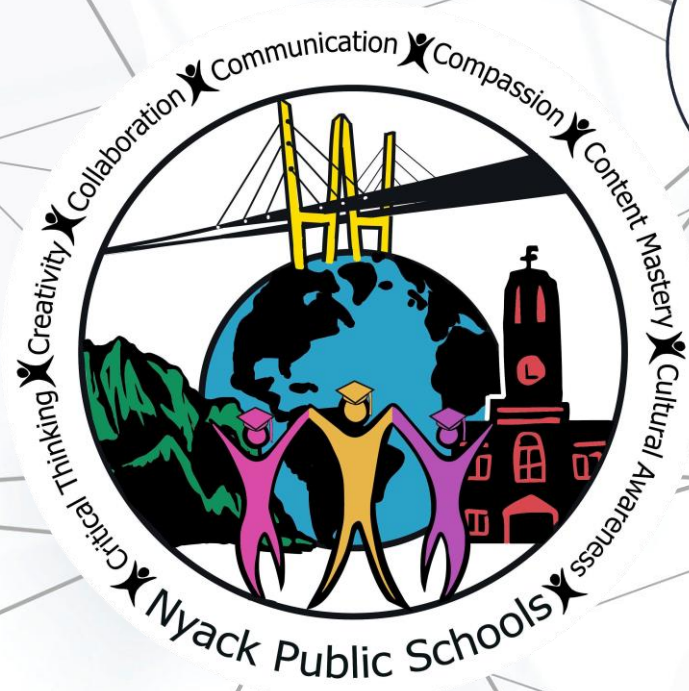




DISTRICT COMMUNICATIONS IN.CITE

CONNECT. INTEGRATE. TELL OUR STORY. ENGAGE.

March 1, 2022 Presentation to the Board of Education
Presenter: Lisa Mininger Retallack



PLAN WITH PURPOSE:

To create, implement and integrate cohesive, responsive, inclusive district-wide communications that reflects our vision for equity, innovation and optimism

“Communication leads to community... to understanding and mutual valuing” - Rollo May

THE BIG PICTURE

What do we want for all stakeholders?

What does effective communications look like?

How would we know it is successful?

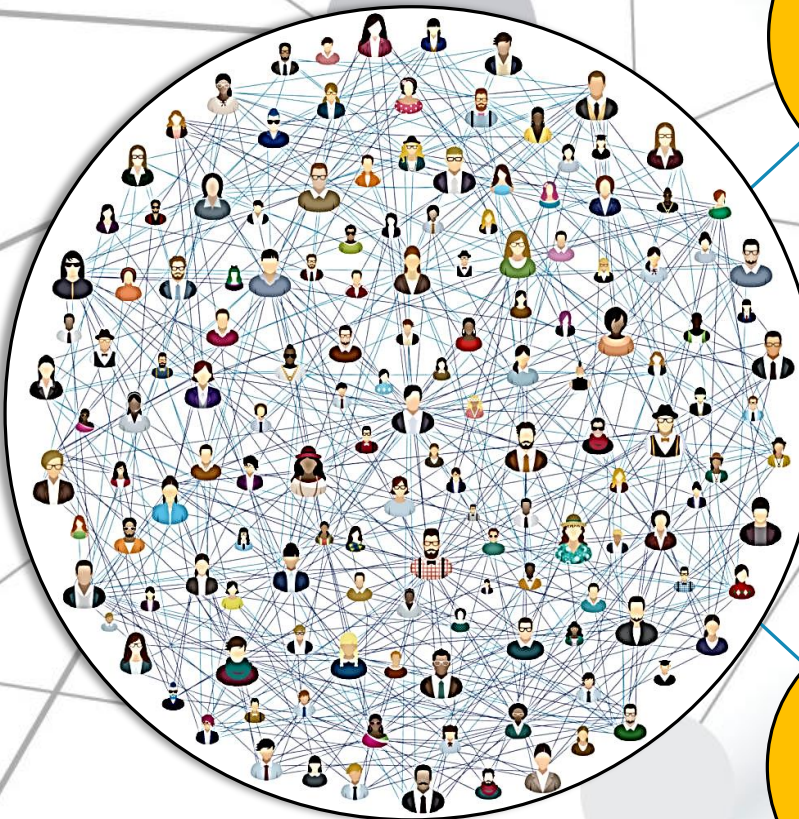
Community
Assertive
Engagement
Critical
Consistent
Outreach
Clear
Creative
Strategic
Responsive
Direct
Easy
Transparent
Collaborative

We envision an informed and engaged school community supported by a strong communications network

KEY OBJECTIVES: A Good Communications Plan values human connection and cultivates networking. Humanity is valued. Vision is embedded. Engagement is strengthened. Equity is expanded.
“Building a net that works” ... People are less likely to fall through. (PISAB)

STANDARDS:

- INTEGRITY
 - Accessible/Authentic
- TRANSPARENCY
 - Clear/Consistent
- LONGEVITY
 - Embedded Trajectory
- SUSTAINABILITY
 - Expanded Network
- ACCOUNTABILITY
 - Aligned Narrative



1 COHESIVE

- To Strengthen & Sustain Connection
- between families, students & staff

2 RESPONSIVE

- To Build Trust Capital
- among all community stakeholders

3 INCLUSIVE

- To Unify the School Community
- with collective vision & mission

Walls turned sideways are bridges. - Angela Davis

FOCUS AREAS FOR COMMUNICATIONS TEAM

1. Communication Plan

- **Builds Trust**
- 1-Way Communications (Internal/External)
- District-wide Coordinated Info/Alerts/Promo

2. Community Pulse

- **Builds Consensus**
- 2-Way Communications (Initial/Ongoing)
- Shared Info/Active Listening/Exchange

3. Cohesive Practice

- **Builds Community**
- Embeds Common Standards/Principles
- Reflects Vision/4 Pillars language/linguistics

4. Student Voice

- **Builds 7 Core Competencies**
 - Encourages Confidence
- Connects Students to Families to Community

THE ART OF COMMUNICATIONS IS THE LANGUAGE OF LEADERSHIP

OPERATIONS: COMMUNICATIONS IN.CITE IN ACTION

CONNECT. INTEGRATE. TELL OUR STORY. ENGAGE.



WEBSITE

Launched: 3-1-17 6 Month Usage: 22,800 pages viewed
Total Users: 45,649 5K new users
57% Direct Users 80% increase
33% increase in Spanish language users



PRINTED/PROMO MATERIALS

Newsletters: NEW: 4 per year District Calendar:
Community-wide direct mailing All Families/Staff
11K English/400 Spanish/100 HC Info/Engagement
Promotes Vision/Mission/4 Pillars/ Budget

SMS SYSTEM/ MESSAGING

Families served: 1890
District Direct Messaging: Robo Calls/ Emails / Text
Most prevalent languages: English, Spanish, Haitian Creole
Critical /Emergency Response: Daily COVID-19 Updates



COMMUNICATION PLATFORMS

Let's Talk: 1300 dialogues, 75% parent/guardian, Hot Topics
Peachjar: 2880 enrolled, 96K impressions
Saved paper: 11M sheets Saved Trees: 610
NEW Thought Exchange: #7, 528 Thoughts, 17K Ratings



SOCIAL MEDIA

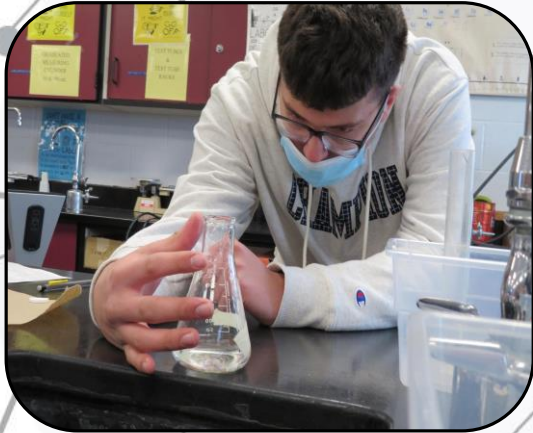
16 Months since launch 2021-22 School Year
Facebook: 791 Likes FB Visits: +50%
Instagram: 1.3K followers Insta Visits: +80%
Top Reach: Student achievement, nurses, GLCs, Feb. 11th



VIDEO PRODUCTION

- Best Practice for access/equity reach
- Visual + Voice for Impact
- 3 languages: spoken and with subtitles
- NEW Series for 4 Pillars + Budget

NARRATIVE: TELLING OUR STORY... EQUITY, INNOVATION, OPTIMISM



Critical Thinking



Creativity

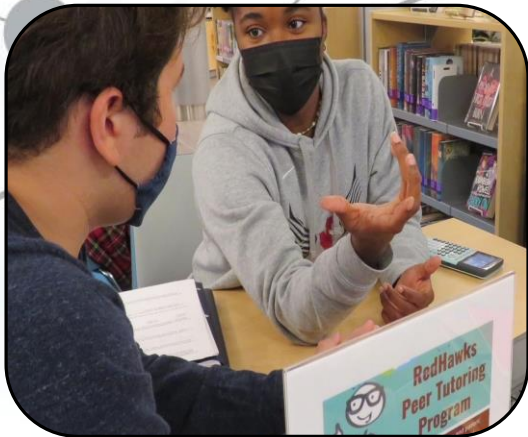


Collaboration



Communication

The Journey: a world-class education in which each student has access to explore, create and be active participants in their learning



Compassion



Content Mastery



Cultural Competence



#NyackStrong
#RedHawksRising

BRANDING AND PROMOTION OF DISTRICT VISION

A TIMELINE & TRAJECTORY OF STRATEGIC COMMUNICATIONS



2015

New Website
Community Priorities Survey

2017

Equity, Innovation & Optimism Branding
Film Series
Innovation Showcasing

2019

Real Estate Open House
NYS Regents Visit
Community Focus Groups

2021

Re-Entry to School
4 Pillar Branding
Intro of New Supt.

equity

innovation

optimism

2016

District Logo
7 Core Competencies
Profile of a Graduate

2018

Nyack Basics
Cradle to Career Branding
Community Forums

2020

COVID-19 Response & Webpage
Crisis Comm.
District Social Media

2022

District Plan/Comm. Team
Community Pulse
Video Series
Newsletters

NEXT STEPS

EXPANDING OUR REACH, DOCUMENTING OUR JOURNEY, UNIFYING OUR COMMUNITY

Communications Plan

Publish Plan

Protocols

Flow Chart

Strategies

Team Mtgs

Spring 2022

Shared Drive

Goals

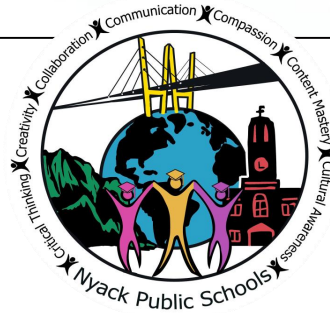
Tools/Tactics

Video Series

Newsletters

Website

Social Media



Community Pulse

Initial Study

Needs & Priorities

Curriculum

K-12 Guidance

Homework Policy

Ongoing

Thought Exchange

Throughout school year

SWOT

Analysis/Results

RPIE: RESEARCH, PLAN, IMPLEMENT (COMMUNICATE), EVALUATE (NSPRA)

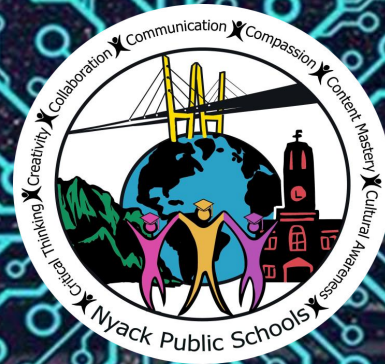
COMMUNICATIONS IN.CITE: CONNECT. INTEGRATE. TELL OUR STORY. ENGAGE. IN COMM.UNITY: WE ARE NYACK STRONG

CONNECTIVITY

CONNECTION

"The energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgment; and when they derive sustenance and strength from the relationship."

— Brené Brown



INTERACTIVITY

"It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one directly, affects all indirectly."

—Martin Luther King, Jr.
The Trumpet of Conscience, 1968

We envision an informed and engaged school community supported by a strong network

ACKNOWLEDGEMENTS & ACCOUNTABILITY



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Winsome Gregory, Asst. Superintendent
Gloria Menoutis, Business Executive



COMMUNICATIONS TEAM

Lisa Mininger Retallack, District PRCO
Bridget Clark, Social Media Coordinator
Jessica Goodman, Community Member
Stalina Hernandez Feliciano, Director of Bilingual Ed
Rosanna Jimenez, Student Representative
David Johnson, NMS Principal
Lorraine Longing, Director of Guidance
Maryellen Lydecker, District Technology Manager
Amber McDonald, Student Representative
Yesenia Polanco, District Community Liaison
Natalie Riobe, Community Member/PTA Rep
Nicole Saieva, NHS Principal
Joe Sigillo, Director of PE, Health, Wellness & Athletics