



LORAIN
CITY SCHOOLS



COMMUNICATIONS PLAN

OBJECTIVES FOR CLEAR AND KIND STORYTELLING

COMMUNICATIONS

WHO WE ARE



MORIAH BALLARD

Director of Communications
& Community Relations
moballard@lorainschools.org
(440) 830-4081



WALESKA SOTO

Intercultural Communications Coordinator
wsoto@lorainschools.org
(440) 830-4082 | (440) 830-4088



MICHAEL PACIOTTI

TV20 | Multimedia Technology Coordinator
mpaciotti@lorainschools.org
(440) 830-4126

COMMUNICATIONS PLAN

OVERVIEW

This communication plan builds on the recommendations from 2020, interrupted by the pandemic and updated with new realities. It is designed to improve the district's communications with both internal and external stakeholders.

District research was updated in 2022 and goals were adjusted accordingly. Our overall goal is to create open, two-way communication between the district and stakeholders with timely, accurate, and relevant information. Further, we want to increase the community's awareness of the value, successes, and direction of the district.

Our goal is to act quickly to control our message and narrative while reacting to needs in an organized and methodical way. To do so, we will ensure we are ready to respond both proactively and reactively to any situation.

Reaching these goals require continuing to build internal channels for filtering and synthesizing information and continuing to build communications by providing information on identified topics of interest. Staff support for and involvement in the execution of this plan is vital. The Lorain Schools team can provide important information and details about successes and challenges in their buildings and by sharing their stories, can provide details to share with the community at large.

District communications are generally viewed positively. However, there are specific action items that should continue the momentum forward, and expand the district's impact, connection with the community, and ability to accurately inform local stakeholders. We must continue focusing on proactive and reactive communications in an organized and methodical way.

This communications plan is designed to facilitate meaningful and open communications throughout Lorain. This includes building connections with community members, facilitating two-way communication, engaging all stakeholders, and responsibly utilizing a variety of media to tell the Lorain story.

AUDIENCES

District communications will focus on both internal and external audiences in a proactive and as necessary reactive, way.

INTERNAL AUDIENCES

- Students
- Teachers
- Administrators
- Board of Education
- Non-certified staff
- Support Staff

EXTERNAL AUDIENCES

- Parents
- Parent/Teacher Organizations
- Businesses
- First responders
- Surrounding school systems
- Potential Students
- Media
- Faith-Based Leaders
- Elected Officials
- Taxpayers
- Senior Citizens
- Alumni

COMMUNICATION TOOLS

Currently, the District utilizes core communications tools in various frequencies, including:

- Superintendent Newsletter
- Website updates
- Social Media
- We Believe Updates
- Parent Link
- Canva (for design)
- Linea Espanol
- Billboards
- Robocalls
- Final Forms
- Building-specific updates
- Class Dojo*

The District should bolster existing efforts by considering the following tactics and actions:

SUPERINTENDENT NEWSLETTERS

Superintendent updates are critical to providing a districtwide-focused message to both internal and external audiences. Internally, we will share updates that individual buildings can share in their specific newsletters.

DISTRICTWIDE EXTERNAL NEWSLETTERS

Lorain should consider an external newsletter to community stakeholders. This newsletter can be emailed as we build community connections and mailed to targeted audiences. Contemporaneously with the newsletter, the District should create short stories or articles that community stakeholders can use in their newsletters and communications. The topics should reflect timely matters and the issues identified in our research (student success, finances, staff spotlight, etc.).

SOCIAL MEDIA (FACEBOOK, TWITTER, INSTAGRAM)

Lorain should continue monitoring and updating the District's social media pages as needed or daily. The District should consider online advertising to continue building direct connections to our external community. In addition, each building should have clear expectations about posting and sharing information with Central Office. To succeed, it is also critical to share social media links with stakeholders and build that connection methodically. Each building should have specific goals and schedules for connecting and posting on its pages.

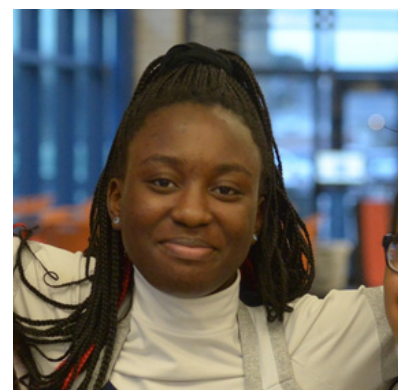
There are several buildings with excellent social media coverage and posting habits. However, there is room for improvement (The following numbers are a snapshot in time as of July 31, 2023)



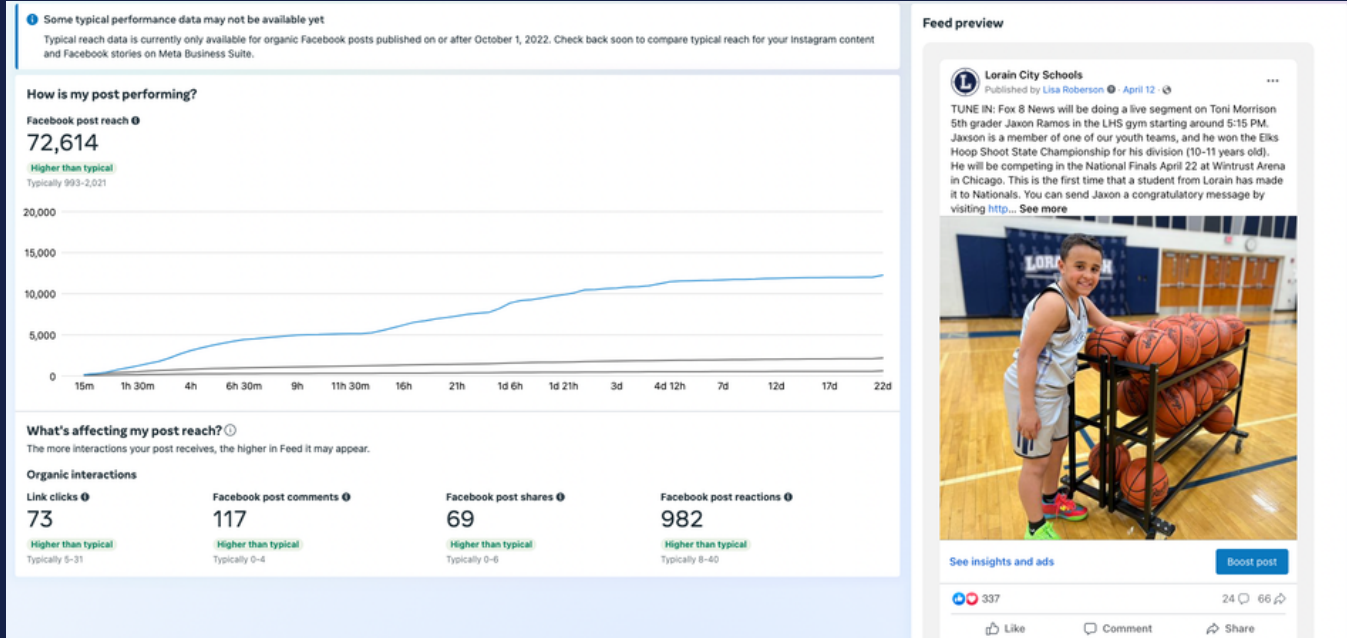
COMMUNICATION TOOLS

SOCIAL MEDIA: FACEBOOK

SCHOOL	FOLLOWERS
ADMIRAL KING	813
FRANK JACINTO	491
GARFIELD	388
HAWTHORNE	626
HELEN STEINER RICE	841
LARKMOOR	1,500
PALM	678
STEVAN DOHANOS	653
TONI MORRISON	707
WASHINGTON	803
GEN. JOHNNIE WILSON	1500
LONGFELLOW	917
SOUTHVIEW	817
LORAIN HIGH	1,500



MOST VIEWED POST OF 22-23



COMMUNICATION TOOLS

VIDEO

Working with TV20, the district should utilize videos for tutorials, testimonials, and general information for our families. In addition, proactive, informative videos reflecting topics of interest from our research should be scheduled regularly.

YouTube

Home Shorts Subscriptions Library History Watch later Liked videos

Subscriptions

Lorain Schools TV20

Lorain City Schools

Browse channels

Explore

Trending Shopping Music Live Gaming News

Lorain Schools TV20
@LorainSchoolsTV20 6.7K subscribers 2.5K videos
More about this channel >

HOME VIDEOS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

Channel not approved for lorainschools.org Approve

Latest Popular Oldest

Washington 5th Grade Promotion Ceremony 5-31-23
135 views · 11 days ago

Southview Concert 5-24-23
292 views · 12 days ago

Washington Kindergarten Promotion Ceremony 5-25-23
58 views · 12 days ago

Stevan Dohanos Concert 5-24-23
33 views · 13 days ago

COMMUNICATION TOOLS

THIRD-PARTY PARTNER UPDATES

Lorain has a history of strong partners who will help share our message and support the District. The pandemic impacted these efforts and must be reconstituted. Building this community network is critical as the District will use those networks to share relevant information about our schools. This includes CBIS, the faith community, non-profit networks, and local officials. Each building should engage its local neighborhood meaningfully to foster understanding, support, and potential students.

SCHOOLMESSENGER FOR TEXT, CALLS, AND EMAILS

In 2020, it was recommended that the District have the same technology and apps throughout the District and broader access to robocalls. Current research also indicated that a centralized location for information is a popular potential tool for stakeholders. Since then, the District worked to synthesize and improve family access to information. To that end, the District identified School Messenger as a platform that allows contacts in the same location. However, when implemented, the district didn't widely train staff, a critical component of success. Accordingly, the District must create, adhere to, and train on protocols for using SchoolMessenger.

WE BELIEVE UPDATES

The District is working hard to implement the We Believe plan. It is critical that the district share progress with the community, particularly with the recent history with the state.

SCHOOL BOARD MEETINGS

School board meetings can be an opportunity to share information with the Board and those viewing the meeting. The District should create presentations on relevant topics to share complete information with the Board and stakeholders.

SPECIALIZED COMMUNICATION EFFORTS

The District must ensure that it has strong communications plans around annual district initiatives, including kindergarten registration, non-public school families, attendance, career tech enrollment, and We Believe. In addition, the District should regularly survey families and stakeholders to gauge progress and challenges.

MEDIA (PRINT, RADIO, TELEVISION)

Lorain should be a thought leader in education. The District should explore Superintendent opportunities to share columns in the newspaper, conduct Facebook live with parents, reinstitute "Open Doors" time, and provide comments as needed for local media. In addition, it is critical to strengthen relationships with local media to ensure that we are sharing our good news in various venues (Decisions based on the budget).

COMMUNICATION GOALS

COMMUNICATIONS CALENDAR

Lorain should create a district-wide communications calendar to ensure that major events are not “double-booked” and to ensure that building representatives understand overall monthly themes. It should be noted that this effort will require technology, with a TBD platform, to ensure ease of use.

INCREASE SOCIAL MEDIA FOLLOWERS

The Communications Department should continue building social media connections by sharing simple ways to connect (QR Codes, links) and asking parents to connect directly. Further, we will update with relevant, shareable information that is more likely to be shared by connections. If the budget allows, we should also place GEO-targeted ads to build our connections.

UPDATE WEBSITE

Research participants indicated that the current website information is difficult to navigate, as times are out-of-date and generally not user-friendly. The District should update the website focusing on centralizing functionality and two-way communication efforts. Should the budget allow, we will work on updating the website by conducting a comprehensive website review and update to ensure that the website is easy to navigate, consistent, and relevant, and build an updating schedule.

PRINT SHOP AND DISTRICT BRANDING

The Print Shop provides excellent service to the District.

However, currently, there are inefficiencies that can be addressed. Now, most schools either coordinate with the Communications Department or design their own flyers. The result could be more efficient and consistent branding for the District. The District should institute an internal protocol to have stock, branded materials available for use in the buildings and ordered through the Print Shop directly. This process improvement will ensure consistent branding and expectations and save time and effort for the Communications Department.

Extraordinary needs should still coordinate through Communications.



The Lorain City Schools' Communications Team utilizes standardized brand guidelines to ensure sure brand consistency. Download the LCS brand Guidelines at

www.lorainschools.org/ourbrand

COMMUNICATION SCHEDULE

The district should utilize a relevant, topic-based, approach to providing content both internally and to the external community. This includes expanding topics relevant to our audiences through multiple vehicles.

VEHICLE	FREQUENCY	PARENTS	STAFF	COMMUNITY
BUILDING-SPECIFIC COMMUNICATIONS	WEEKLY	X	X	
DISTRICT E-NEWSLETTERS	BI-WEEKLY	X	X	X
SUPERINTENDENT UPDATES	MONTHLY	X	X	X
OPEN DOOR WITH SUPERINTENDENT	BI-MONTHLY	X	X	X
MAILED/PRINTED NEWSLETTER	2X YEAR	X	X	X
WEBSITE UPDATES	AS NEEDED	X	X	X
SOCIAL MEDIA UPDATES	DAILY	X	X	X
COORDINATED INITIATIVES	ANNUALLY	X	X	X
CBIS	QUARTERLY			X
QUALITY PROFILE	ANNUALLY	X	X	X
SMS MESSAGING	AS NEEDED	X	X	X
SPROUT UPDATES	WEEKLY	X	X	X
COMM TEAM MEETING	BI-WEEKLY		X	

COMMUNICATION SURVEY/TOPICS

The Communications team will use a topic-based approach to providing content both internally and to the external community. Relevant topics were gleaned from a 2022 survey of staff and community members designed to understand the District's communications tools, efforts, and impact. The research process asked respondents about topics of interest. Below is a summary of the responses, focused mainly on outcomes and opportunities. The District should widely share information that complements the research.

	VERY INTERESTED	SOMEWHAT INTERESTED	SLIGHTLY INTERESTED	NOT AT ALL INTERESTED
STUDENT ACHEIVEMENT	72.76	19.66	5.86	0.00
SUPPORT SERVICES FOR STUDENTS	70.59	17.65	7.27	2.77
ACADEMIC IMPROVEMENT	69.31%	20.69%	5.52%	1.38%
SUPPORT SERVICES FOR FAMILIES	58.76	25.09	8.59	4.12
SCHOLARSHIPS	57.19	21.92	9.59	5.82
AFTER-SCHOOL PROGRAMS	51.90	22.49	14.88	5.19
EXTRACURRICULARS AND CLUBS	49.83	28.87	13.75	4.12
CAREER TECH AND COLLEGE CREDIT PLUS	47.75	23.53	12.80	8.65
TRANSPORTATION	42.41	19.66	15.17	12.41
PROFILES OF STUDENTS	39.24	27.43	17.36	7.99
MEDICAL CLINICS	37.02	30.45	16.96	9.34
ATHLETICS	35.07	32.99	17.36	8.68
STAFF PROFILES	34.62	32.17	20.28	7.69
DISTRICT FINANCIAL INFORMATION	34.49	33.80	18.47	8.71
DISTRICT PARTNERSHIPS	31.93	28.42	21.75	10.53
PROFILES OF COMMUNITY PARTNERS	29.47	30.18	20.35	12.98

SPECIFIC DISTRICT EFFORTS & FOCUS

TV20 PROGRAMMING AND FOCUS

The District should consider expanding TV20's partnership with Career Tech. TV20 currently provides video coverage of district events, largely athletics, and concerts, as well as facilitating the morning show at the high school. TV20 should also share non-sports information on their Facebook page so connections know that it is more than athletics.

The District's investment in TV20 should support students interested in working in media. To formalize the opportunities, career tech credits and programs make sense moving forward.

ATTENDANCE CAMPAIGN

Starting with the 2023-2024 school year, Lorain City Schools will be part of the statewide "Stay in the Game" school attendance network with the Cleveland Browns. It is essential to effectively communicate why attendance is a priority across the District. Raising the awareness of student attendance throughout the school community promotes shared accountability. Strong communication strategies and engagement in the school community will help our District raise awareness and promote a positive school climate.

ENROLLMENT CAMPAIGN

The District should engage in a neighborhood-specific enrollment campaign through local buildings. We suggest bolstering existing efforts with specific data and direct contacts with potential students to accomplish this. Since HB 70, district enrollment has been down. Now that the District has local control again, it is imperative that families who may have left the District or may not know of the many great things happening, learn of the benefits of the District. This effort should be based on school building and supported by data and targets.

CAREER TECHNICAL OPPORTUNITIES

The District should look to expand Career Technical Opportunities through TV20 and deepen knowledge about potential opportunities.

BOLSTER THE COMMUNITY-BUSINESS-SCHOOL PARTNERSHIP

The CBS Partnership was wildly successful before the pandemic. The group should be restarted and expanded to reflect small, medium, and large local businesses throughout Lorain. There should be specific expectations for the group, including but not limited to sharing communications with their networks, exploring internships, advocating for the District, and attending 3-4 meetings a year.

INTERCULTURAL OUTREACH

In Lorain, it is critical to have outreach throughout the community and meet families and students where they are. This means that intercultural outreach is critical. The District must continue providing bilingual access for families and engaging in a way that respects multiple local cultures.



BUDGET CONSIDERATIONS

It is imperative that we have an annual budget specified for an expanded communications effort. This budget should be completed in collaboration with each department and building in time for the 2023-2024 school year.

ROLLOUT CONSIDERATIONS

Any communications plan must have buy-in from those impacted by the strategy. Accordingly, we must engage stakeholders such as the principals, social media building point people, and specialized effort leaders.

BRAND COMPONENTS

ENSURING BRAND CONSISTENCY

Our brand's visual identity - the logo, typefaces and colors that complement it - creates one of the first impressions the public at large, our community, staff and students see of Lorain City Schools. Each employee and board member has a responsibility for promoting our brand identity and ensuring its consistency.

.Although there may be occasions when a degree of flexibility is required, the standards in this manual will help ensure our brand identity is applied correctly in a wide variety of environments.

The Communications Director is responsible for ensuring brand consistency across the district. If you have questions about the district brand and using any of the elements within, please contact Christa Lokiec at clokiec@lorainschools.org

LOGO USAGE

Our logo is the visual representation of our brand and one of the first impressions of our organization. Used consistently, it will become a strong, recognizable symbol of who we are and what students, parents and the broader community can expect from us.

COLOR PROFILES

Using color in a consistent way visually reinforces who we are with all stakeholder groups to increase recognition with our brand and message in all we communicate. This also fosters trust that information being shared - especially online and in the social media landscape - is an official message from the District.

TYPE FACES

The Lorain City School District's brand includes the use of complementary typefaces which characterize our schools by proudly commanding attention, and are easy to read in multiple languages.

BRAND COMPONENTS

DISTRICT LOGO

LOGO ARCHITECTURE

MAINTAIN A MARGIN OF WHITE SPACE SURROUNDING LOGO



MAINTAIN A MARGIN OF WHITE SPACE SURROUNDING LOGO

LIGHT BACKGROUND



DARK BACKGROUND



BRAND COMPONENTS

ADDITIONAL LOGOS & USE



STRATEGIC PLAN



GENERAL USE



SUMMER CAMP



FAMILY ACTION
MEMBERS



COMMUNITY
INITIATIVES



ENGAGEMENT
CENTER



MASKED TITUS



ELEMENTARY TITUS



SECONDARY TITUS

BRAND COMPONENTS

INAPPROPRIATE LOGO USE

Neither the name of the district nor any District logo may be used in a manner that could adversely affect the District's image or standing or for any other reason that would be inappropriate.

Do not change fonts, typeface or alignment



Do not use logo on a similar colored background



Do not use logo on busy or distracting backgrounds



Do not stretch, skew or cut-off the logo



Do not overlap logos

Do not use retired logos



COLOR PROFILES

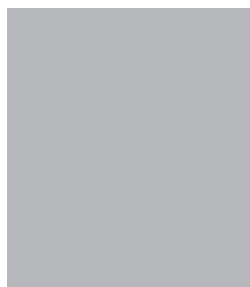
Use the exact Pantone, HEX (for web) or CMYK (for print) codes listed below. Avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the PMS/CMYK/HEX colors will ensure accuracy.

Have questions or need help? Contact Communications Director please contact Christa Lokiec at clokiec@lorainschools.org

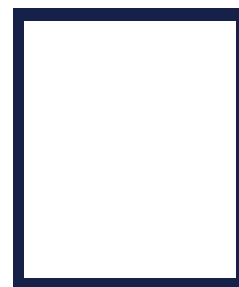
PRIMARY COLORS



PANTONE
2768 C
CMYK
90/60/0/71
HEX
#152148

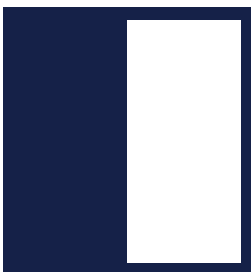


PANTONE
428 C
CMYK
12/6/5/12
HEX
#B6B7BB



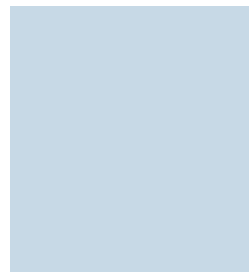
PANTONE
11-4001 TCX
CMYK
0/0/0/0
HEX
#FFFFFF

BACKGROUND OPTIONS



DISTRICT BLUE & TRUE WHITE

These are the preferred background and gradient colors; care should be taken in the selection of either with the end goal of allowing images of students and staff to always take center stage.



PALE BLUE

PANTONE 545 C
CMYK 13/6/0/9 **HEX** #C7D9E6

To be used sparingly, and only in times when an alternate background color becomes necessary. Not to be used as a gradient or tint.

SECONDARY COLORS | Strategic Plan Beliefs | Tints at 25%

HEALTHY CULTURE	PANTONE 231 C CMYK 0/59/23/0 HEX #FF66C4
EQUITY	PANTONE 2935 U CMYK 100/57/0/32 HEX #004AAD
TEACHING/LEARNING	PANTONE 1505 U CMYK 0/47/80/5 HEX #F17E30
STUDENT SUPPORTS	PANTONE 7488 C CMYK 42/0/60/15 HEX #7ed957
IMPROVEMENT PLAN	PANTONE Bright Red C CMYK 0/91/91/0 HEX #FF1616

TYPEFACES

The Lorain City School District's brand includes the use of complementary typefaces which characterize our schools by proudly commanding attention, and are easy to read in multiple languages.

PRIMARY HEADLINES

ALEGREYA SANS SC BLACK is the preferred typeface for primary headlines.

NOTES: To be used with all caps.

An additional space between words may be necessary at times for maximum legibility.

ALEGREYA SANS SC BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 | !@#\$%^&*()?

SUBHEADERS & BODY TEXT

RALEWAY is the preferred typeface for secondary headlines and body text.

NOTES: Subheads should be in all caps. Bold to be used for emphasis in subheadings and body text.

RALEWAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 | !@#\$%^&*()?

ALTERNATE TEXT OPTION

VERDANA is the preferred typeface for headings and body text when the options above are unavailable.

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 | !@#\$%^&*()?

NOTES: Verdana is the primary typeface used in electronic software applications, including the district website, superintendent's e-newsletter, SchoolMessenger and the Google Suite.

CAMPAIGN FONTS

Playlist Script is used to reference the "We Believe" strategic plan

We Believe

Brandon Grotesque Black is used in the "Find Yourself" recruitment campaigns

FIND YOURSELF IN LORAIN CITY SCHOOLS

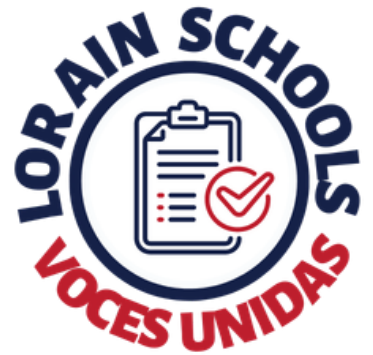
INTERCULTURAL COMMUNICATION

The Lorain City Schools is committed to promoting mutual respect among cultures by strengthening intercultural understanding within our schools, district and community.

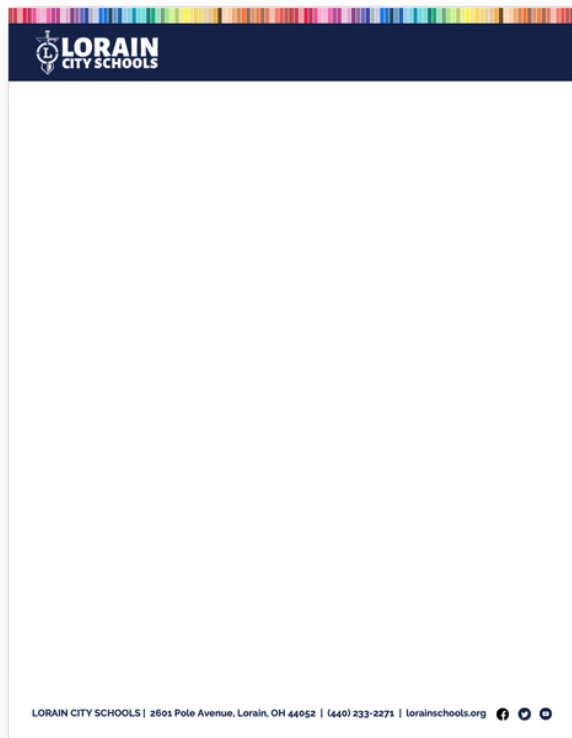
Intercultural describes communities in which there is a deep understanding and respect for all cultures. Intercultural communication focuses on the mutual exchange of ideas and cultural norms and the development of deep relationships. In an intercultural society, no one is left unchanged because everyone learns from one another and grows together.

We will do this by:

- Ensuring district, school and classroom communications are translated into the home language to ensure every family has equal access to information
- Developing an interpreter network within our school system to help effectively communicate with and provide services to our families and community members who speak languages other than English
- Providing professional development to collectively improve our cultural competency as a learning community
- Developing and promoting programming with our families that celebrates the many cultures of those we serve
- Engaging our families who speak languages other than English through surveys, focus groups, and Town Halls to gain valuable feedback and input affecting the future of Lorain City Schools



BRAND USAGE



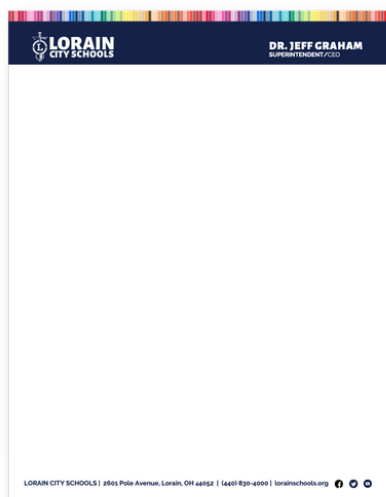
LETTERHEAD

Official Lorain City Schools stationery is available online through the Communications Department's shared Google Drive, and can also be emailed to you in Word, Pages or as an editable PDF if needed.

Have a special need?

Contact Lisa Roberson for assistance at lroberson@loraincsd.org or (440) 830-4057

DISTRICT LETTERHEAD



PERSONAL LETTERHEAD



DEPARTMENT LETTERHEAD



BUILDING LETTERHEAD

BRAND USAGE

BUSINESS CARDS & ENVELOPES

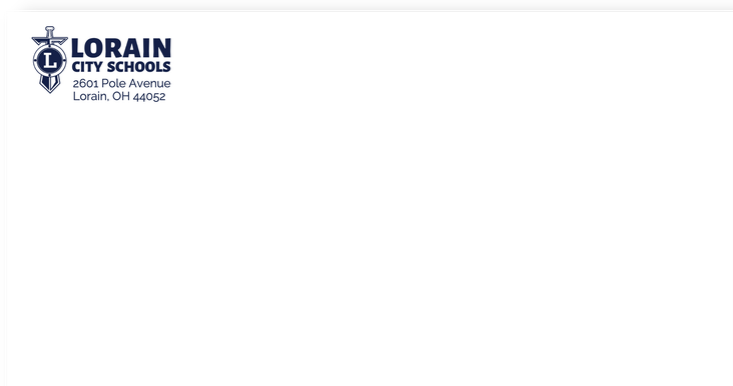
Official Lorain City Schools business cards and envelopes can be ordered from the Print Shop.



BUSINESS CARD **FRONT**



BUSINESS CARD **BACK**



ENVELOPE **FRONT**

PRINT SHOP



RENEE FORMAN

Print Shop Coordinator
rforman@lorainschools.org
(440) 830-4115