

Oxford Area School District Three-Year Strategic Communications & Brand Development Timeline

SY 2025-26: Establish the Foundation (Brand, Trust, Systems)

1. Define & Align the Brand

- Conduct brand workshop to establish **Brand Promise**, key messages, and audience messaging (with CCIU support, if needed).
- Produce **Messaging Platform Document** for leaders; set annual review cycle.
- Develop **Visual Style Guide** (logos, colors, mascots, usage rules).
- Identify and reduce unnecessary variations of logos.
- Launch a **central template toolkit** (presentations, newsletters, flyers) for district use.

2. Build Trust Through Clear, Open Communication

- Identify and publish **district goals & key initiatives** with fact sheets/webpages; include rationale, timelines, and feedback channels.
- Develop **talking points + FAQ documents** for teachers, school leadership, and the Board.
- Ensure every communication includes **clear, two-way Q&A opportunities** (consider multiple languages; special populations).
- Align all Board presentations with district mission/goals.
- Promote and simplify access to the **district event calendar**.

3. Ensure Effective, Timely Information Delivery

- Review and formalize **Crisis Communication Plan** (define roles, supply templates, offer training, and determine preferred channels).
- Give communications director direct access to emergency notification systems.
- Improve accessibility of all communications (ADA compliance, captions, translated materials, simplified content, and visual summaries).
- Provide **more timely access to Board meetings** (consider livestreaming; day-of posting).
- Increase district leadership presence and visibility in buildings and at events.

SY 2026-27 — Strengthen Consistency, Visibility, and Community Reach

1. Mature the Brand Across All Platforms

- Redesign “Our District/Our Schools” webpages to lead with core messaging (video or written welcome).
- Reinforce brand messaging throughout district and school sites.
- Share stories on social media tied to messaging platform; introduce consistent hashtags.
- Commit to a set number of **press releases and website stories** each month. (Allow opportunities for school leadership to provide these stories)
- Update district boilerplate messaging to allow for quick and consistent responses.
- Create **District Points of Pride** piece.
- Use Convocation to showcase brand and messages through visuals and storytelling.

2. Expand Trust Through Community Outreach

- Launch **three annual community-wide communications** (start of year, mid-year, end-of-year).
- Build and promote a **community email list** (mail, website, partners, paid ads).

3. Increase Access & Accessibility

- Continually optimize the **website**:
 - Simplify navigation.
 - Add a “Share Your Voice” hub.
 - Establish ongoing maintenance routines.
- Strengthen **social media strategy**:
 - Consolidate school accounts where feasible.
 - Align bios with messaging; share community guidelines.
 - Use Linktree in Instagram bio.
 - Create a districtwide editorial calendar.
 - Tag community partners more frequently.

4. Standardize Communication Across the Student Journey

- Define **district vs. building** communication responsibilities.
- Launch **districtwide monthly/quarterly newsletter** (initiatives, Board highlights, school spotlights, recognitions, events).
- Establish communication protocols clarifying roles, timing, and expectations.
- Standardize school-level communications:
 - Website layout, navigation, and information levels.
 - Weekly/monthly school newsletters with consistent structure.
 - School communication guides for families at year start.

SY 2027-28 — Deepen Culture, Engagement & Cross-District Connectedness

1. Fine-Tune & Embed the Brand

- Launch employee recognition system tied to the messaging platform (peer-to-peer + district-level).
- Increase personal, public recognition moments (staff meetings, Board meetings, social media).

2. Strengthen Two-Way Communication & Transparency

- Ensure all new initiatives include a formal **communication plan** from the start (covering the “why,” rationale, process, supports, and rollout).
- Increase face-to-face communication, especially with staff during changes.

3. Build Cross-Building Community Among Key Audiences

Staff

- Increase cross-building communication via staff newsletter or district intranet.
- Expand cross-building collaboration (mixed teams, community events, mentoring, competitions, trainings).
- Identify staff volunteers to help lead districtwide culture efforts.

Parents/PTOs

- Use PTOs as parent ambassadors; create structured rotation of district/school leader updates and Q&A sessions.

Students

- Engage student groups (Student Council, NHS, newspaper, diversity clubs) in districtwide initiatives tied to messaging.
- Create student-friendly brand messaging.
- Use student “takeovers” on social media.
- Establish a **Student Advisory Council** with reps from all buildings.

Alumni

- Rebuild alumni engagement (Distinguished Alumni program, recognition at events, alumni spotlights).

4. Leverage & Empower Staff Ambassadors

- Communicate to staff **before** families/community.
- Provide repeated, consistent communication to avoid gaps.
- Create a **central hub for staff information**.
- Formalize a **Staff Advisory Council**; schedule routine small-group Q&A sessions.
- Identify and train **OASD Staff Ambassadors**, including bilingual ambassadors.