

Goals and Objectives

- Engage the Woodland community in a variety of traditional and new media including printed materials, social networking, the district website, and emerging media, as they arise.
- Update and inform parents, community members, and local organizations of the education process resulting in improved student achievement and increased community engagement.
- Engage the staff through regular internal communications from district leadership including the superintendent and board of directors to encourage, support, and increase staff morale.

Community Outreach, External Communications, and Community Relations

- Develop, implement, and maintain an ongoing comprehensive school communications program to encourage and enhance communication, understanding, trust, and mutual support between Woodland School District and the Woodland community.
- Actively communicate with all stakeholders using traditional media, social networking, and forms of emerging media, as they become available.
- Capitalize on existing email and social networking databases, sending regular updates and continuing to develop existing databases by increasing audiences and participation.
- Utilize social networking and other methodology to provide two-way communication opportunities between the Woodland community and Woodland School District.
- Serve as liaison to develop and maintain relations with parent and community groups and local agencies and jurisdictions to resolve complex and sensitive concerns and disputes involving the community stakeholders groups including parents, students, staff, and administrators.
- Manage media relations in both crisis and non-crisis situations including coordinating emergency communications with superintendent, principals, and other managers.

Internal Communications Program

- Develop, implement, and maintain an ongoing comprehensive internal communications program offering two-way communication between district leadership and district staff.
- Utilize the website and email as a means to disseminate information to board members, teachers, and other staff to keep district staff up-to-date on internal district news and events.
- Work with district leadership to develop other methods of communicating with staff to keep them in-the-know on district news and events, as necessary.

Proposal Conditions

- This proposal includes 500 service hours to provide 100 hours per month from August 1 through December 31, 2015 for a contract total of \$25,000.00.
- Monthly reports documenting hourly usage per project will be provided. Hours will be tracked to provide Superintendent with ability to adjust communication priorities as desired throughout contract period.
- Additional service hours may be purchased at an hourly rate of \$50.00 per hour, as needed.