

Strategic Communications Plan

2015

*Communication Services for Woodland School
District*

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Overview

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.

Target Audiences

- Target audiences include parents, teachers, staff, students, district board members and the Woodland community at-large.

External Communications

- 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

- Send regular emails using staff email support to keep the district staff up-to-date on district news and events including decisions made by the Board of Directors and Superintendent.
- Work with district leaderships to develop other methods of communicating with staff to keep them in-the-know on district news and events, as necessary.

Contract Conditions

- This Communication Plan contains projects estimated to require approximately 500 service hours from August 1 through December 31, 2015.
- Services and Products requested above and beyond those listed in this plan will be billed separately.
- Please refer to the Consultative Services Agreement for Communication Services for contract obligations and conditions.

Printed Communications (External)

“Community News” Newsletters

The district will continue to enhance communications with the Woodland community with between 2-3 Community News district newsletters. The focus for the year’s newsletters will feature stories about academics, student learning, curriculum, changes to the district, and other important issues. Newsletters will also be published to the district’s website and disseminated over the district’s social networking accounts.

“Good News” Releases

The district may release 1-2 shorter-format versions of the newsletter, referred to as “Good News” releases, depending on cost restraints and the need to get information out to the community at a faster rate. Good News releases will also be published to the district’s website and disseminated over the district’s social networking accounts.

Columns, Guest Editorials and Other Communications

The Communications Manager will collaborate with the Superintendent’s Office to develop topics for possible editorials in The Reflector and The Longview Daily News, as well as facilitate other writing opportunities as they arise.

Community News	When?	How?
Summer Issue	August	Paper, Electronic
Fall Issue	Late-Sept/Oct	Paper, Electronic
Winter Issue	December	Paper, Electronic

Good News	When?	How?
Fall (Possible)	Late-Sept/Oct	Paper, Electronic

Other Communication	When?
Columns, Guest Editorials and other opportunities as necessary	As desired

Electronic Communications (External)

“WSD News” Messages/Press Releases

WSD News will be stories featuring student learning, school news, events, and other district activities that will be released on a weekly or semi-weekly basis.

Each WSD News article specifically targets news stories happening at a specific school or throughout the district as a whole with topic subjects including instructional, extracurricular, recognition, informational, and more.

The WSD News will be disseminated in a variety of formats and media:

- **District Website:** Each WSD News will be posted to the homepage of the district website and also posted to archives which will contain every WSD News release.
- **Facebook & Twitter:** Every WSD News will be featured on the district’s Facebook and Twitter.
- **News Media:** Every WSD News will be sent in a press release format to hundreds of media outlets in Vancouver, Longview, Portland and the surrounding area which include newspapers, radio, and television.

The communication plan estimates there will be between 10-20 weekly WSD News messages released during the period of the Communications Plan (August 1-December 31, 2015).

WSD News	When?
WSD News Messages/Press Releases	Regularly

Website Review

The Communications Manager will review Woodland School District’s website in an effort to analyze the existing website for areas of improvement and develop a plan to increase community engagement and improve access to district information.

Website Review	When?
Website Review and Improvement Plan	During Contract

Online Presence Monitoring and Management

The Communications Manager will manage Woodland School District's online social networking including Facebook and Twitter in order to increase community engagement and improve the dissemination of information to the district's external and internal audiences.

Online Presence Monitoring	When?
Social Networking Management	During Contract

Media Relations / Crisis Communications

The Communications Manager will assist Woodland School District with any and all media relations. This includes assistance in both crisis and non-crisis situations including development of talking points; press release creation and distribution; as well as any ongoing support, as needed.

News stories not fit for the WSD News weeklies will be produced as press releases and sent separately to the media in addition to being posted to the district website, Facebook, and Twitter.

Media Relations	When?
Press Release Development & Distribution	As needed
Talking point development / coaching	As needed

Internal Communications

Internal Staff Emails

In order to improve internal communications between the Board of Directors, Administrative Team, and Staff, the Communications Manager will work with the Superintendent to compose and send out regular (weekly, bi-weekly) staff email updates including news and decisions from the Board of Directors as well as future plans from the Superintendent.

In addition to including updates from board meetings, these emails could also be crafted to periodically include messages directly from the Superintendent, and also invite staff members to respond with questions for the board or administrative team which could be answered in future issues of the email.

Internal Staff Emails	When?
Internal Communications with Staff	Weekly/Bi-Weekly