



WOODLAND
Public Schools

Strategic
Communications
Plan

2016

Communication Services for Woodland School District

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Overview

Goals and Objectives

- Continue to engage the Woodland community using a variety of traditional and new media including printed materials, social networking, the district website, and emerging media.
- Update and inform parents, community members, and local organizations of school news resulting in improved student achievement and increased community engagement.
- Engage the staff in two-way communication with 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 entire Woodland community.

External Communications

- Continue to maintain and implement the ongoing comprehensive school communications program to encourage and enhance communication, understanding, trust, and mutual support between Woodland Public Schools and the Woodland community.
- Actively communicate with all school stakeholders wherever they receive their news.
- Utilize existing email and social networking databases to send regular updates while also developing existing databases by increasing audience size and participation.
- Implement surveys, feedback forms, and social networking to create two-way communication opportunities between the Woodland community and Woodland Public Schools
- Serve as a liaison to develop and maintain relations with parent and community groups as well as local agencies and jurisdictions to resolve complex and sensitive concerns and disputes involving community stakeholders groups.
- Manage media relations in both crisis and non-crisis situations including coordinating emergency communications with superintendent, principals, and other managers.

Internal Communications

- Send weekly emails using staff email to keep the district staff up-to-date on district news and events including decisions made by the Board of Directors and Superintendent.
- Develop and implement two-way communication opportunities for school staff to provide feedback and insight to district leadership.
- Work with district leadership to develop other methods of communicating with staff.

Contract Conditions

- This Communication Plan contains projects estimated to require approximately 1,200 service hours from August 1, 2016 through July 31, 2017.
- 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?
Fall Issue	October	Paper, Electronic
Winter Issue	January	Paper, Electronic
Spring Issue	June	Paper, Electronic

Good News	When?	How?
Fall Issue	Nov/Dec	Paper, Electronic
Spring Issue	March/April	Paper, Electronic

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

Electronic Communications (External)

“Woodland Schools Weekly” Feature Stories

“Woodland Schools Weekly” feature stories provide in-depth articles covering student learning, school news, events, and other district activities released on a weekly or semi-weekly basis.

Each article targets news stories happening at a specific school or throughout the entire district with topics including instructional, extracurricular, recognition, and informational.

Woodland Schools Weekly feature stories are disseminated in a variety of formats and media:

- **District Website:** Each article is posted to the homepage of the district website as well as the related schools while also being posted to the archives containing every release.
- **Email Newsletter:** Articles are sent to an increasing database of community subscribers who receive the feature stories sent directly to their email inbox.
- **Facebook & Twitter:** Every article is featured on the district’s Facebook and Twitter accounts.
- **News Media:** Every article is sent in press release format to hundreds of media outlets in the surrounding area including newspapers, radio, and television.

The communication plan estimates there will be between 30-40 weekly Woodland Schools Weekly messages released between August 1, 2016 and July 31, 2017.

Woodland Schools Weekly Stories	When?
Feature Stories/Press Releases	Weekly

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	Regularly

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 Woodland School Weekly stories will be produced as press releases and sent separately to the media in addition to being posted to the district's and school's websites, Facebook, and Twitter accounts.

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

Robocalls

The Communications Manager will write and implement robocalls with information about upcoming events and news to ensure all community members are kept up-to-date. The Communications Manager will also coordinate with English Language Learner staff to ensure all communities receive district updates in the language of their preference.

Robocalls	When?
Robocall Implementation	Regularly

Website Management

The Communications Manager will review and maintain the websites of the district and schools to ensure they provide effective communications, access to resources, and increase community engagement wherever possible.

Website Review	When?
Website Management	Regularly

Internal Communications

Internal Staff Emails

In order to maintain internal communications between district leadership and staff, bi-weekly emails featuring summaries of the meetings of the Board of Directors are sent to staff along with weekly emails updating the staff on media coverage and the successes of coworkers.

Internal Staff Emails	When?
Board Briefs	Bi-weekly
WSD in the News	Weekly

Two-Way Communications

The Communications Manager will work with the Superintendent to develop opportunities and methods for district staff to provide feedback and suggestions to district leadership through a variety of two-way communications including surveys, feedback forms, and other methods that may arise.

Two-Way Communications	When?
Development & Implementation	As needed

Additional Communications Support

As directed by the Superintendent, the Communications Manager will provide support to district leadership and staff with communications projects including collateral design, letterhead creation, business card development, presentation development, talking points, speechwriting, story coverage, and more. The Communications Manager will also provide any additional needed support as directed by the Superintendent.

Additional Support	When?
Additional Communications Support	As needed