

WOODLAND  
Public Schools  
*Excellence in Education*

# Communications

## Report and Plan Review

*Monday, September 26, 2016*



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# Communications Plan Review



# Communications Report & Review

## Goals and Objectives

1. **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.
2. **Update and inform parents, community members, and local organizations** of school news resulting in improved student achievement and increased community engagement.
3. **Engage the staff in two-way communication** with district leadership including the superintendent and board of directors to encourage, support, and increase staff morale.



# Communications Report & Review

## External Communication

### Objectives

1. **Actively communicate with all** school stakeholders wherever they receive their news.
2. Implement surveys, feedback forms, and social networking to **create two-way communication opportunities** between the Woodland community and Woodland Public Schools
3. 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.



# Communications Report & Review

## Traditional External Communications

### 1. Community News newsletters

- Printed and mailed
- Available in schools and district office
- Posted to district website
- Distributed via social networking

### 2. Columns, Guest Editorials, Collaboration

- Released in newspapers and local organization newsletters
- Posted to district website
- Distributed via social networking

### 3. Robocalls

- News and Upcoming Events
- Emergency Communications/School Closures
- Voice and Text Message Capable



# Communications Report & Review

## Electronic External Communications

### 1. Woodland Schools Weekly feature stories

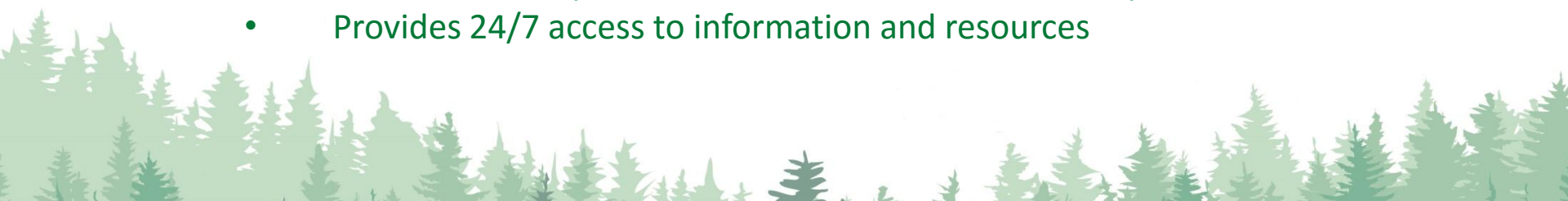
- Posted to district and related-schools websites
- Sent to the email subscription list
- Distributed via social networking
- Released to the media in press format

### 2. Board Briefs board meeting summaries

- Posted to district and related-schools websites
- Sent to the email subscription list
- Distributed via social networking

### 3. Website and Social Networking

- Used to disseminate shorter stories not feature length
- Enables two-way communication with the community
- Provides 24/7 access to information and resources



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## Internal Communication Objectives

- 1. Keep staff up-to-date** on district news and events with weekly emails using via staff email.
- 2. Develop and implement two-way communication opportunities** for school staff to provide feedback and insight to district leadership.
- 3. Work with district leadership** to develop other methods of communicating with staff.



# Communications Report & Review

## Internal Communication Tools

### 1. Email Communication sent to all staff

- WSD in the News
- Board Briefs
- Woodland School Weekly

### 2. Two-Way Communications

- Survey Opportunities
- Feedback Forms
- Suggestions for Improvement





# Communications Report & Review

## Additional Support

1. Media Relations
  - Press release development and distribution
  - Development of Talking Points for leadership
  - District spokesperson (as needed)
  
2. Crisis Communications
  
3. Website Management
  
4. Special Projects
  - Presentation development
  - Speechwriting
  - Photography



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# Communications

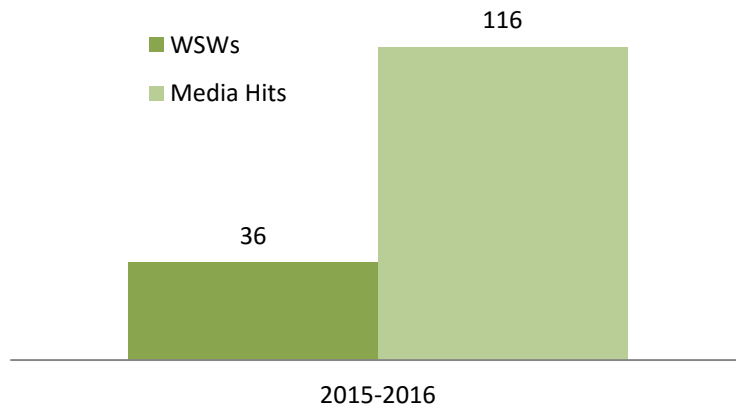
## 2015-2016 Results



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## Woodland School Weekly - 2015-2016

### Woodland Schools Weeklies with Media Hits



- A total of 36 Woodland School Weekly stories were released receiving a total of 116 media hits in local coverage.
- Each Woodland Schools Weekly story received an average of 3.2 media stories.

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## Board Briefs - 2015-2016

A total of 17 Board Briefs were released in 2015-2016 with a higher-than-average open rate of 45.26%.

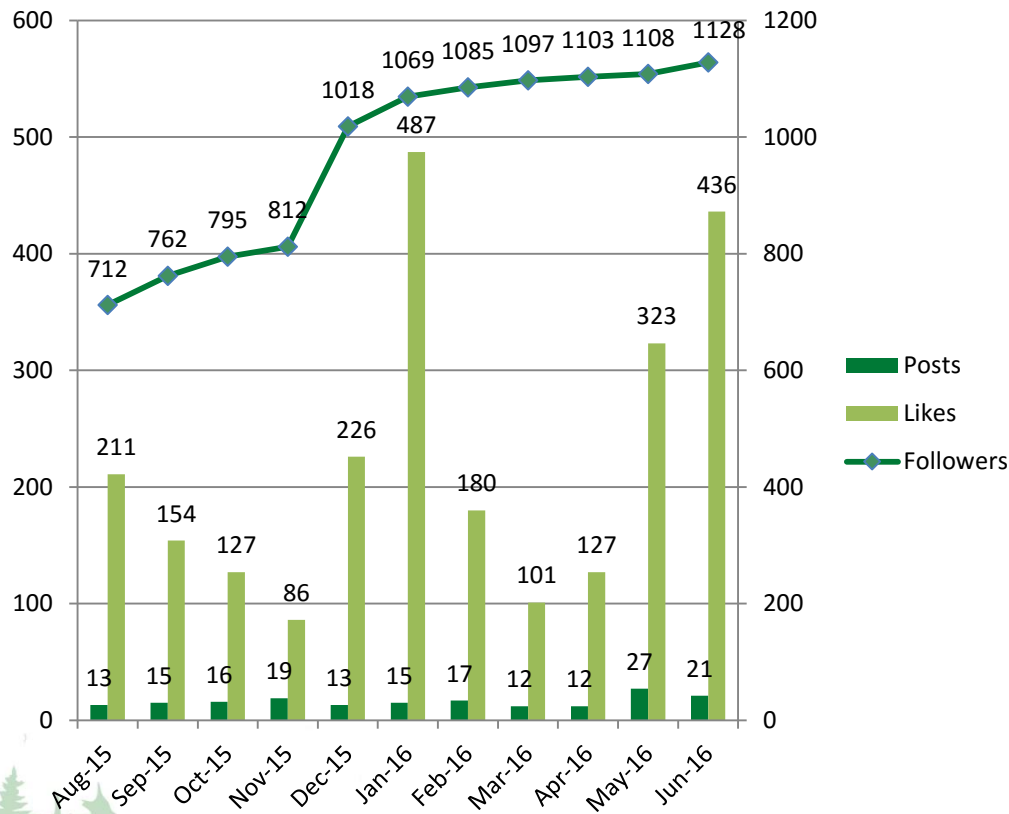
*Email newsletters typically receive less than a 20% open rate.*



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## Social Networking - 2015-2016

### Facebook Engagement

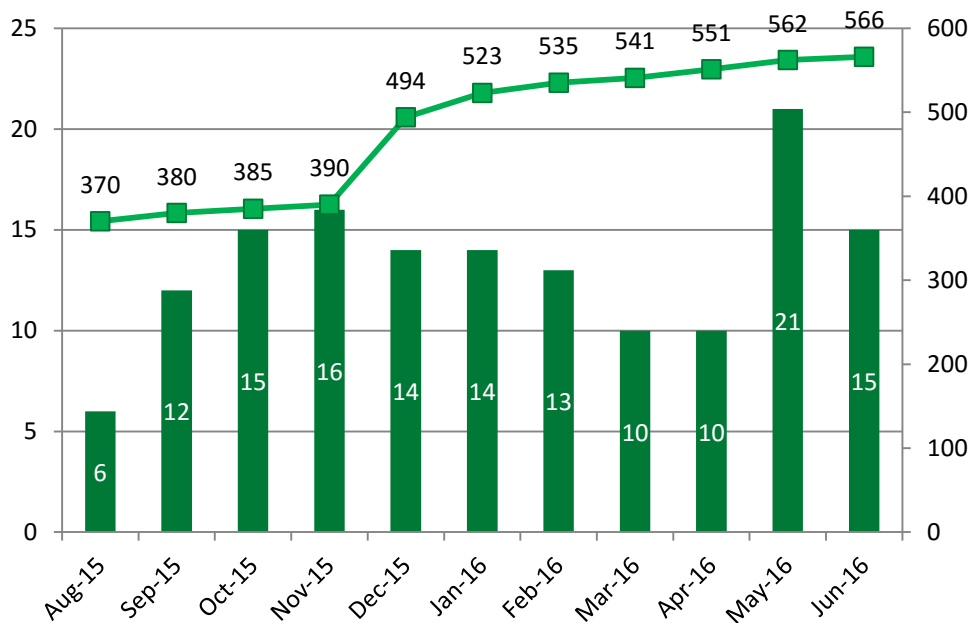


- The district Facebook page gained 416 new followers, a 58.4% year-over-year increase.
- 180 posts in 2015-2016 gained nearly 2,500 “likes,” an average of 13.66 likes per post.

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## Social Networking - 2015-2016

Twitter - Posts & Followers



- The district Twitter account gained 196 new followers, a 52.9% year-over-year increase.
- 146 tweets in 2015-2016 helped increase follower numbers to the account.

# Communications Report & Review

## Special Projects - 2015-2016

- **Website Renovations**
  - Redesigned and reorganized district drop-down menu selections to permit easier navigation.
  - Added Newsroom Section with Woodland School Weekly archives and Board Briefs.
  - Revamped Homepage Design for all websites to permit for dynamic content including rotating relevant news articles and Twitter feeds.
- **Special Events**
  - New Woodland High School Grand Opening
  - Paper Tigers Movie Event
  - Employee Appreciation Awards Ceremony
- **Material Redesign**
  - Job Fair Collateral Material Redesign
  - Employee Handbook Redesign
- **Press Releases**
  - Including District Security Improvements; Press Tour of New High School; Elementary School Reconfiguration; Grand Opening of High School; Board Member Retirement; Water Testing Results.



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# Communications 2016-2017 Planning





# Communications Report & Review

## Themes for 2016-2017

1. Increase **Community Engagement**
2. Promote **Student Learning**
3. Focus on **Community Appreciation**
4. Develop **Community Partnerships**



# Communications Report & Review

## Board Input

Board Feedback and Suggestions?

