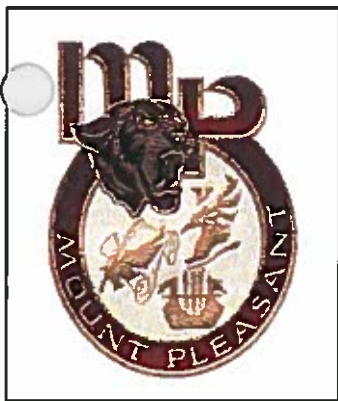




Mount Pleasant Community School District
Communication & Marketing Plan

2014-2019



Mount Pleasant Community School District

Communication & Marketing

Committee Membership

2014-2019

- Mrs. Jennifer Woodley, Great Prairie Area Educational Agency (Chair)
- Dr. Mike Wells, Superintendent
- Mr. Darren Hanna, Middle School Principal
- Mr. Don LeBlanc, Van Allen Elementary Principal
- Mrs. Jane Ragen, Harlan Elementary Principal
- Mr. Paul Beatty, Director of Instruction
- Mr. Todd Liechty, High School Principal
- Mrs. Pam Cushman, Lincoln Elementary Principal
- Mrs. Lisa Dunn, High School Administrative Assistant
- Mr. Kiley Miller, Mount Pleasant Chamber of Commerce Director
- Mrs. Teresa Rose, KILJ Radio
- Mrs. Cindy Christe, Director of Technology
- Mr. Dallas Cheney, High School Student
- Ms. Alyssa Smith, High School Student
- Mrs. Amy Pullis, Middle School Guidance Counselor



Mount Pleasant Community School District

Communication & Marketing Plan

The Mount Pleasant Community School District's Communication Plan is designed to promote the school in a positive manner and to be a means of providing information to our community, families, students and employees. Our desire is to be proactive in our approach to communication and to keep pace with the best methods of communicating. This plan is a starting point and will be evaluated annually and revised when needed.

Why a communication plan?

1. Working through a communication plan has forced us to analyze our in-house capabilities, needs and associated costs, and timelines of communication. We have prioritized and decided which activities will bring the most bang for our effort and money, and keep us from wasting valuable resources on activities that are not effective.
2. We wanted to create a strategic messaging system, a "one voice-one message concept" so information is delivered in a timely and accurate manner. Our communication plan is built on the foundation of our district's goals and core messages. Our communication plan will help us ensure consistency across all written, digital and verbal channels. We know our districts credibility is at stake.
3. We want to mitigate reputation risks and create a positive stakeholder image of our school. Our communication plan will help us have a coordinated, well-designed communication plan and avoid correcting communication errors caused by rushed, unplanned communication activities.
4. The communication plan will set the basis for measurement. Time and money is limited so we will continually measure/evaluate our plan to determine the best methods of communication. Implementing a measurement BEFORE beginning our communication plan will result in a more accurate view of our plan's success, or failure.
5. Our communication plan will help us empower our stakeholders, tell our schools stories, and position us to be the "place" to get information. This will help us promote our school in our community, throughout the state, and across the nation. Our school district is doing some amazing things and we want to make sure people know about such programs/events.

AUDIENCES:

Internal Audiences

- Certified Staff
- Principals
- Support Staff Employees
- Administrators
- Board of Education
- Professional Support Staff (AEA)

External Audiences

- Students
- Parents
- Taxpayers of the District
- Senior citizens
- Business leaders
- Chamber of Commerce
- Media
- Parent-Teacher Organizations
- Civic leaders - Rotary, Kiwanis, Lions
- Legislators
- Religious leaders
- Neighborhood Groups
- School Community Councils
- New residents of the District
- Neighboring School Districts
- Residents without children in District schools
- Prospective residents of the District
- ISU Extension Office
- Iowa Workforce

Desired Behaviors and Attitudes

Through the implementation of this plan, the following desired behaviors and attitudes are the focus:

Internal Audiences

- Take pride and ownership in the district.
- Keep informed of key issues.
- Work as a high-performing organization whose employee's respect and value customer feedback.
- Exhibit district values of caring, integrity and collaboration.

External Audiences

- Feel involved and engaged in their public schools.
- Exhibit community pride and trust in schools and the district.
- Support the School District.
- Drive engagement in school activities.

Communication Channels

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels the District utilizes:

Internal Channels

District:

Emails
Superintendent Update E-mail
Weekly Board Update E-mail
Google
Infinite Campus
Curriculum Manager
District Website
Direct Communication w/ Administrators (Face-to-Face)
All Staff Meeting (Face-to-Face) 1-2x year
New Staff Breakfast (Board, Admin, New Staff)
Video (Training)

Building:

Google
Teacher Websites (different platforms, linked from website)
District Website
Emails
Weekly Updates
WordPress
Social Media
Direct Communication (Face-to-Face)

External Channels

District:

Weekly Show on Radio
Quarterly Forums
Building Environment (Gym banners, throughout buildings, etc.)
Website (Board Agendas)
HS/MS Student Newsletters

Building:

Classroom TV/Video (ability to broadcast)
Announcements
Infinite Campus Emails (Phone Notification)
Social Media (FB, Twitter, WP, Storify)
Websites

Communication Plan Goals

Communication Goals

Goals are listed in no particular order of priority and should be recognized as integrated activities for achieving long-term success.

1. Create an effective crisis communications strategy that ensures the public and staff are informed.
2. Establish an effective media relations program that utilizes a variety of media to maximize awareness and support of the district on a state and national level.
3. Establish an effective community relations program to build collaborative relationships and strengthen support for and confidence in the District.
4. Create a marketing strategy for the Mount Pleasant School District that creates pride and builds understanding.
5. Establish an effective employee communications program that improves knowledge about, and support for, the district.
6. Support members of the Board of Directors in their efforts to engage the community around district issues and initiatives.

Implementation Plan

Goal #1: Create an effective crisis communications strategy that ensures the public and staff are informed.

TASK: *Identify and prepare communication tools to be used during a crisis.*

- Action 1:** Create a comprehensive emergency plan by working with city/county emergency plans.
- Action 2:** Ensure that staff is trained on the district's emergency messaging system.
- Action 3:** Develop a media call list for school emergency alerts.
- Action 4:** Work with schools to prepare for crisis communications.

TASK: *Identify key roles and responsibility to be instituted during a crisis.*

- Action 1:** Coordinate with law enforcement on the release of information to ensure its accuracy.
- Action 2:** Determine decision points and timeline for release of alerts and notifications.
- Action 3:** Develop and use key messages.

Goal #2: Establish an effective media relations program that utilizes a variety of media to maximize awareness and support of the district on a state and national level.

TASK: *Determine best outlets/social media platforms to maximize positive exposure and sharing.*

- Action 1:** Establish a weekly radio show.
- Action 2:** Create a district/school Facebook, Twitter, Google+, and LinkedIn.
- Action 3:** Follow and interact with news media outlets on social media.

TASK: ***Increase the number of positive stories provided to the media.***

Action 1: Collaborate with local newspaper to create a weekly district news page.

Action 2: Create a quarterly plan to the Letters to the Editor & Guest Editorials/Opinion pieces.

Action 3: Assist media by providing access to schools/classrooms and district education experts who can provide interviews and background information about important education-related topics.

TASK: ***Create Media link on District website.***

Action 1: Develop a link on our website for media to access on topics/issues in the district.

Goal #3: Establish an effective community relations program to build collaborative relationships and strengthen support for and confidence in the District.

TASK: ***Increase opportunities for community members to become involved in meaningful public engagement with schools, the district, and school board.***

Action 1: Conduct Quarterly Community Forums

Action 2: Community Educational Presentations

Action 3: Develop strategic partnerships that include city/county/business

Action 4: Broadcast School Board Meetings, Extra Curricular – Sports/Music

Action 5: Publications (expand reach of audience)

TASK: ***Expand opportunities for students to have input in decisions that affect them.***

Action 1: Utilize social media to share and receive feedback.

Action 2: Video Hangouts

TASK: *Present and be active in Community Service Organizations.*

Action 1: Organize groups to present at Community Service Organizations.

TASK: *Expand communication to community residents who currently do not have children in the district.*

Action 1: Produce public awareness videos and coordinate use for specific targets, including schools, media and Internet use.

Action 2: Explore use of cable television program to "tell the story."

TASK: *Apply consistent standards of quality, content, and design for district and building websites.*

Action 1: Train building representatives about content management systems, blogging tools, et. Al.

TASK: *Broaden awareness of district information that will build community involvement by non-English speaking families.*

Action 1: Incorporate translate button on website.

Action 2: Translate brochures, fliers, and agendas.

TASK: *Determine public attitudes toward the district and increase awareness and support, through the use of formal and informal research.*

Action 1: Surveys (Staff, Parent/Student, Community)

Action 2: Focus Groups (School Improvement Committee Meetings)

Goal #4: Create a marketing strategy for the Mount Pleasant School District that creates pride and builds understanding.

TASK: *Create a cable television station and/or video streaming on line.*

Action 1: Develop commercials and use video to communicate and share district events & news.

Action 2: Create student media club or class to develop weekly videos that communicates about district, building, and community events & news.

Action 3: Use YouTube or EduVision to archive and organize videos.

TASK: *Develop branded and coordinated marketing materials.*

Action 1: District Brochure

Action 2: Building Fact Sheets

Action 3: Create a "Welcome to the Community" folder to share with new families, chamber, businesses, and realtors.

TASK: *Develop tools and resources to help principals become more effective in their roles as communicators for the district.*

Action 1: Create a network of building blogs to post information about school and district news.

Action 2: Collaborate with Parent-Teacher Organizations to share news and information.

Goal #5: Establish an effective employee communications program that improves knowledge about, and support for, the district.

TASK: *Develop a Staff Intranet to house communications, videos (tutorials), tools, links, and documents.*

- Action 1:** Deliver a weekly employee newsletter to provide timely district and education news, board of education agendas and action items, events, photographs/videos and feature stories.
- Action 2:** Increase employees' awareness of their role as ambassadors and advocates for the district.
- Action 3:** Explore ways to utilize social media to enhance employee communications.
- Action 4:** Produce videos with stories and topics that impact employees, which are then incorporated into district publications and social media.
- Action 5:** Provide Staff Orientation and opportunities for Professional Development.

Goal #6: Support members of the Board of Directors in their efforts to engage the community around district issues and initiatives.

TASK: *Create key messages and talking points for the Board of Directors about the district to establish "one clear voice" throughout all communication channels.*

- Action 1:** Support board members with informational videos and PowerPoint presentations to be used during public meetings.
- Action 2:** Train Board Members in Media relations and procedures.

Evaluation and Measurement

The attached action plans define how the communication plan will be evaluated and measured for effectiveness.

**Mount Pleasant Community School District
Strategic Planning**

COMMUNICATION/MARKETING ACTION PLAN

Building/District:	District	Date:	February, 2014
Goal Addressed:	GOAL #1: CREATE AN EFFECTIVE CRISIS COMMUNICATIONS STRATEGY THAT ENSURES THE PUBLIC AND STAFF ARE INFORMED.	Data Point(s) to be changed:	Create a comprehensive crisis plan for the district.
Student Need:	Safe learning environment	Who are the participants in this action?	All Stakeholders
Strategy:	Communication Plan		

What is to be done?	Task Responsibility	TIMELINE Begin	TIMELINE End	✓ off	Measure of Success Evidence of Implementation	Facilitator	Resource Needed
Identify and prepare communications tools to be used during a crisis.	Mike Wells, Superintendent	July, 2014	December, 2014		Completed Crisis Plan	Mike Wells, Superintendent	Time/No funds needed
Create a comprehensive emergency plan by working with the city, county, and emergency management personnel.	Mike Wells, Superintendent	July, 2014	December, 2014		Completed Crisis Plan	Mike Wells, Superintendent	Time/No funds needed

Communication/Marketing Action Plans

What is to be done?	Task Responsibility	TIMELINE Begin	TIMELINE End	✓ off	Measure of Success Evidence of Implementation	Facilitator	Resource Needed
Create a district emergency messaging system.	Cindy Christe, Technology Director	January, 2015	March, 2015		Emergency Messaging System is operational and tested by March, 2015.	Mike Wells, Superintendent	Time/No funds needed
Ensure that staff is trained on the district's emergency messaging system.	Building Principals	April, 2015	May, 2015		District will conduct an emergency drill and conduct emergency messages.	Cindy Christe, Technology Director	Time/No funds needed
Develop a media call list for school emergency alerts.	Building Principals, Superintendent, Director of Instruction	January, 2015	May, 2015		Media Call List	Mike Wells, Superintendent	Time/No funds needed
Develop school crisis communication procedures.	Building Principals, Superintendent, Director of Instruction, Technology Director	October, 2014	June, 2015		Crisis Plan	Mike Wells, Superintendent	Time/No funds needed
Identify key roles and responsibilities to be instituted during a crisis.	Local Law Enforcement, Henry County Emergency Management, Police, Sheriff's Department, Building Principals, Superintendent	August, 2014	June, 2015		Crisis Plan	Mike Wells, Superintendent	Time/No funds needed

Communication/Marketing Action Plans

What is to be done?	Task Responsibility	TIMELINE Begin	TIMELINE End	off	Measure of Success Evidence of Implementation	Facilitator	Resource Needed
Coordinate with law enforcement on the release of information to ensure its accuracy.	Mike Wells, Superintendent	August, 2014	June, 2015		Crisis Plan	Mike Wells, Superintendent	Time/No funds needed
Determine decision points and timelines for release of alerts and notifications.	Mike Wells, Superintendent	August, 2014	June, 2015		Crisis Plan	Mike Wells, Superintendent	Time/No funds needed
Develop and use key messages	Building Administrators, Superintendent, Staff	August, 2014	June, 2015		Crisis Plan	Mike Wells, Superintendent	Time/No funds needed
Create a marketing Plan	Building Administrators, Superintendent, Staff	August 2015	June 2016		Marketing Plan	Mike Wells, Superintendent	\$25,000

Mount Pleasant Community School District
Strategic Planning

COMMUNICATION/MARKETING ACTION PLAN

Building/District:	District	Date:	February, 2014
Goal Addressed:	GOAL #2: ESTABLISH AN EFFECTIVE MEDIA RELATIONS PROGRAM THAT UTILIZES A VARIETY OF MEDIA TO MAXIMIZE AWARENESS AND SUPPORT OF THE DISTRICT ON A STATE AND NATIONAL LEVEL.	Data Point(s) to be changed:	Improve stakeholder confidence in our school, promote school pride, and positive media coverage.
Student Need:	Creating a positive image of our school and create student pride in our school.	Who are the participants in this action?	Administration, Director of Technology, Teachers, and Students
Strategy:	Communication Plan		

What is to be done?	Task Responsibility	TIMELINE Begin	TIMELINE End	✓ off	Measure of Success Evidence of Implementation	Facilitator	Resource Needed
Determine best outlets/social media platforms to maximize positive exposure and sharing.	Administrative Team	July, 2014	December, 2014		Establish/create media platforms	Mike Wells, Superintendent	Time/No funds needed
Establish a weekly radio show.	Mike Wells, Superintendent	April, 2014	August, 2014		Podcasts of Radio Show on school website	Mike Wells, Superintendent	Time/No funds needed

Communication/Marketing Action Plans

What is to be done?	Task Responsibility	TIMELINE Begin	TIMELINE End	✓ off	Measure of Success Evidence of Implementation	Facilitator	Resource Needed
Follow and interact with news media outlets on social media.	Building Principals Cindy Christe, Technology Director	October, 2014	Ongoing		Track administrators having accounts in social media.	Mike Wells, Superintendent	Time/No funds needed
Increase the number of positive stories provided to the media.	Building Principals All Staff	October, 2014	Ongoing		Each year track the number of positive stories about our students/school system.	Cindy Christe, Technology Director Principals	Time/No funds needed
Create a quarterly plan to the "Letters of the Editor & Guest Editorials/Opinion pieces".	Administrators Teachers Board Members	As needed	As needed		Assign staff members to participate in this process	Mike Wells, Superintendent	Time/No funds needed
Assist media by providing access to schools/classrooms and district education experts who can provide interviews and background information about important education-related topics.	Building Principals, Superintendent, Director of Instruction, Technology Director, Activities Director	October, 2014	December 2014		Media Cards which has contact information of staff members in each area i.e. athletics, math, STEM, ect. Also reference to the location on our social media	Mike Wells, Superintendent	Time/No funds needed

Mount Pleasant Community School District-Communication & Marketing

Communication/Marketing Action Plans

What is to be done?	Task Responsibility	TIMELINE Begin	TIMELINE End	✓ off	Measure of Success Evidence of Implementation	Facilitator	Resource Needed
Create a media link on our website for media to access on topics/issues in the district.	Tonya Stutzman, Human Resource	August, 2014	Ongoing		Creation of the media link	Tonya Stutzman, Human Resource	Time/No funds needed

**Mount Pleasant Community School District
Strategic Planning**

COMMUNICATION/MARKETING ACTION PLAN

Building/District:	District	Date:	February, 2014
Goal Addressed:	GOAL #6++: SUPPORT MEMBERS OF THE BOARD OF DIRECTORS IN THEIR EFFORTS TO ENGAGE THE COMMUNITY AROUND DISTRICT ISSUES AND INITIATIVES.	Data Point(s) to be changed:	Creating consistent messaging from the school to the public.
Student Need:	Promoting a positive image about the school.	Who are the participants in this action?	Board of Directors
Strategy:	Communication Plan		

What is to be done?	Task Responsibility	TIMELINE Begin	TIMELINE End	✓ off	Measure of Success Evidence of Implementation	Facilitator	Resource Needed
Support board members with informational videos and PowerPoint presentations to be used during public meetings.	Building Administration	December 2014	Ongoing		Created videos that address key school issues and provide them to the board. PowerPoint and video library so information is easy to access.	Mike Wells, Superintendent	Time/No funds needed

Communication/Marketing Action Plans

What is to be done?	Task Responsibility	TIMELINE Begin	TIMELINE End	✓ off	Measure of Success Evidence of Implementation	Facilitator	Resource Needed
Train board members in media relations and procedures.	Jennifer Woodley, AEA	January 2015	On going		Training agenda and key message sheets developed.	Mike Wells, Superintendent Jennifer Woodley, AEA	Time/No funds needed