



STAKEHOLDER ENGAGEMENT & COMMUNICATIONS

2024 Communications & Community Engagement Plan

OVERVIEW

The Prince George's County Public Schools (PGCPS) division of Communications & Community Engagement has developed a comprehensive communications plan which aims to foster a culture of transparency, efficiency, educational excellence and pride in PGCPS schools and employees. The communications plan will leverage a variety of communication tools and platforms to proactively provide key information, successfully collaborate across divisions to elevate organizational initiatives and facilitate a community-informed and focused educational experience. PGCPS will leverage important partnerships with internal and external stakeholders including the Prince George's County Board of Education, labor partners, students, staff, families and other elected officials to accomplish this work.



MISSION

Guided by our organizational mission, the division of Communications & Community Engagement partners with internal and external stakeholders to amplify and elevate district initiatives and achievements providing students, staff and families with the necessary information to foster an exceptional educational experience while informing the public narrative and perception.



VISION

A culturally responsive communications and engagement team equipping our families with the necessary information to support the development of distinguished learners, leaders, voices of social justice, and advocates for humanity for the world of today, tomorrow, and beyond.



GOALS, OBJECTIVES, AND OUTCOMES #1

Goal	Objectives	Outcomes
Create a division structure that allows the communications and engagement teams to effectively and efficiently serve the needs of the district cross-departmentally.	<ol style="list-style-type: none">1. Realign the reporting structure of the division and budgets for proper accountability and increase efficiencies by 100%.2. Implement a communications form which allows tracking and detailed reporting to better inform department actions and/or changes on a quarterly basis.3. Increase monthly presentations and education to stakeholders as appropriate on structural changes, updated processes and procedures to facilitate district needs by 50%.	<ol style="list-style-type: none">1. More consistent information will be provided to all stakeholders that is culturally responsive to ensure understanding of important district initiatives and programming.2. Subject matter experts within communications will provide tailored guidance to execute effective campaigns to recruit, retain and elevate employee efforts.3. Branding enforcement will improve the internal and external perception of PGCPS as a unified school system and ensure more effective communication to all stakeholders.



GOALS, OBJECTIVES, AND OUTCOMES #2

Goal	Objectives	Outcomes
Provide culturally responsive coverage of district initiatives and achievements to inform and elevate public narrative and perception.	<ol style="list-style-type: none">1.The Public Information Office will prioritize the development of relationships with media partners by increasing engagement to three weekly connections at a minimum.2.The Communications Office will increase toolkit development by 50% to support uniform messaging for internal and external stakeholders with minimal delay where possible.3.The Multimedia Office will increase the development of multimedia output by 50% across all channels for more consistent dissemination of initiative highlights and more.	<ol style="list-style-type: none">1.Increased engagement and relationships with media will allow for a more informed narrative and increased earned media.2.District initiatives and achievements, at all levels, will be highlighted on a consistent basis.3.Toolkits will allow for internal and external stakeholders to have resources readily available to take an active role within their community in physical and digital spaces.4.Communications will have more content readily available to partner with the Board of Education for a consistent message and informed interaction with constituents.



GOALS, OBJECTIVES, AND OUTCOMES #3

Goal	Objectives	Outcomes
Develop internal and external stakeholder capacity to engage in advocacy and discourse within their schools, communities and public forums to increase overall accountability related to the implementation, funding and oversight of the educational experience.	<ol style="list-style-type: none">1.The Department of Family & Community Partnerships office will increase the number of schools with an active parent engagement group (PTA, PTO, etc.) by 10%.2.The Department of Family & Community Partnerships office will increase the number of overview presentations and obtain a 80% survey completion rate to better inform internal and external stakeholders of available resources.3.Web Services will increase auditing of website pages by 15% to ensure increased accuracy of information and compliance with federal law.	<ol style="list-style-type: none">1.Increasing parent engagement groups will allow increased advocacy from parents and promote community involvement across district initiatives.2.The DFCP feedback will be used to better tailor necessary information for internal and external stakeholders including programming, Parent Engagement Assistant support, community engagement events, business and faith partnership development.3.To help support schools and their websites as a central hub of information, web audits will ensure accuracy and accessibility of information to promote a more useful website experience for all stakeholders.



GOALS, OBJECTIVES, AND OUTCOMES #4

Goal	Objectives	Outcomes
Provide support and expertise to internal stakeholders to assist in the successful implementation of district initiatives, programs and organizational strategic plans.	<ol style="list-style-type: none">1.The Office of Interpretation & Translation will increase language access audits by 50% to ensure best practice and legal compliance.2.The Communications Office will formalize a digital advertising process to engage in targeted recruitment and information campaigns online.3.The Communications Office will increase periodic branding audits of all PGCPS collateral developed internally for distribution to all stakeholders and provide guidance and/or training as needed.	<ol style="list-style-type: none">1.More consistent information will be provided to all stakeholders that is culturally responsive to ensure understanding of important district initiatives and programming.2.Subject matter experts within communications will provide tailored guidance to execute effective campaigns to recruit, retain and elevate employee efforts.3.Branding enforcement will improve the internal and external perception of PGCPS as a unified school system and ensure more effective communication to all stakeholders.



TARGET AUDIENCES

Students

Staff

Parents

Guardians

Family Members

Elected Officials

Faith-Based Partners

Corporate Partners

Non-Profit Partners

County Partners

State Partners

Labor Partners

Local Media

National Media



COMMUNICATION CHANNELS AND TOOLS

Channels	Tools
<ul style="list-style-type: none">• Facebook• Instagram• X (formerly known as Twitter)• LinkedIn• School Messenger <ul style="list-style-type: none">• PGCPS Website• 200+ microsites including schools• Newsletters• Email	<ul style="list-style-type: none">• Zendesk• Optimizely• Google Analytics• AI Chatbot• Town Halls• Toolkits• Stackla• TV Eyes• Meltwater <ul style="list-style-type: none">• Adobe Creative Cloud• Fluency• MemoQ• Google Suite• Zoom• WebEx• Pocketalk Translation Devices



PERFORMANCE MEASUREMENT

Data Collected	Key Performance Indicators
<ul style="list-style-type: none">• Event registrations• Sign-ups• Filled interpreting requests• Unfilled interpreting requests• Language fluctuation• Enrollment fluctuation	<ul style="list-style-type: none">• Special Education specific requests• Telephonic interpreting minutes• School-based translation projects• Systemic translation projects• Survey feedback data <ul style="list-style-type: none">• Reach• Open Rate• Website Conversions• Website Engagement• Followers• Subscribers <ul style="list-style-type: none">• Social Media Engagement• Sentiment• Web Ticket Satisfaction Ratings• Confidence Scores (AI Chatbot)• Completion Rate (surveys, etc.)



DIVISION ENGAGEMENT

15
**ANNUAL
EVENTS***

*Communications provides substantial promotional & digital/visual support for PGCPS Hall of Fame Gala

12
**EDUCATIONAL
OPPORTUNITIES**



**PROMOTIONAL &
EDUCATIONAL OPPORTUNITIES**

4

**PARTNERSHIPS &
OUTREACH
OPPORTUNITIES**

**CONSULTING
AS NEEDED**



BOARD OF EDUCATION SUPPORT

INDEPENDENT EVENTS

For such events, the division of Communications & Community Engagement may provide:

- Existing initiative talking points, marketing materials and collateral
- Blank marketing templates unique to BOE members for printing and digital promotion
- Photography/Video Coverage or equipment for use

PARTNERSHIP EVENTS

For such events, the division of Communications & Community Engagement may provide:

- Existing initiative talking points, marketing materials, collateral
- New talking points, marketing materials and collateral as needed
- Interpretation at the engagement event and translation of collateral
- Support in planning and facilitation of the engagement as appropriate

BOE MEDIA INQUIRIES

Depending on the inquiry, the Communications Office may provide:

- Existing talking points for an informed response
- Guidance for BOE consideration and final decision by BOE Chair
- Redirection of PGCPS related media inquiry to the Public Information Office



SCHOOL COMMUNICATIONS SUPPORT

Prince George's County Public Schools requires varied support with messaging to their respective 200+ school communities. The Division of Communications & Community Engagement remains committed to providing support as needed in the following areas:

- **Emergency notification messages**
- **Interpretation services**
- **Translation services**
- **Event highlights (as appropriate)**
- **Site visit & media facilitation**
- **Media guidance and inquiry support**
- **Trainings & information sessions**
- **Branding compliance**



ACHIEVEMENTS

Public Information & Multimedia

28 Media Advisories, News Releases and Blogs

42 Video Reels

Facebook: Post Reach is up 37%,

3-sec views up 116%, 1-minute views up 258%

Instagram: Post Reach up 65%, 3K+ new followers,

204% more content shared

LinkedIn: Engagement up 83%,

1K+ new followers, Page views up 16%

X: Video Views up 4%

Web

4.5M Page Views per month with an average engagement time of 1 minute 54 seconds
(+ 14% over last year)

435 Tickets for website assistance with 99% satisfaction rating



ACHIEVEMENTS

Office of Interpreting and Translation (OIT)

162 students and family members hosted for International Family Day at Camp Schmidt

6,082 systemic and school-based meetings and events for which live or virtual interpreting services were provided

258,548 telephonic interpreting minutes with parents and caregivers

1,288 translation projects in multiple languages

100% of public Board of Education meetings with Spanish simultaneous interpretation and ASL

Department of Family and Community Partnerships

9 Transportation Information Sessions

6 Family Institute sessions reaching 270 families

103 MOU and partnerships + 209 School Formally Adopted by Business and Community Partners



OPPORTUNITIES

Refine processes to clearly define intake & workflow



Ensure consistent accountability at all levels to promote growth



Analyze data to determine new initiatives and sunset others



Ensure robust understanding of division programs and resources



Bolster informed autonomy for departments to allow proper workflow



FY25 ORGANIZATION CHART



CONNECT WITH US-FIND US @PGCPS



SUBSCRIBE AT PGCPS.ORG

