

**Communications and Community Relations Department Strategic Plan 2016-2017**

	<b>Continuing Activities</b>	<b>2015-16 Projects Completed</b>	<b>2016-17 Objectives</b>
<b>Department</b>	Evaluate communications priorities regularly to maintain focus on highest priority goals and department mission	Produced promotional materials for national superintendent search	Conduct internal SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of department to guide future planning efforts
	Increase community and staff awareness of high quality of Sarasota County Schools	Conducted four Community Forums to gather input regarding the selection of the new superintendent	Include professional development activities in quarterly all-staff meetings
	Collaborate with the district Safety and Security Department to enhance integration of crisis management and communications district-wide	Designed and supported Board adoption of new official logo for school district, which received 2016 Medallion Award from Sunshine State School Public Relations Association	Develop and deliver training modules for staff regarding communications goals, practices, techniques and responsibilities
	Provide induction training for new administrators in Communications Department organization, communications objectives, news judgment, interview techniques and other communications responsibilities	Completed the establishment of video on demand function and streaming service for The Education Channel programming	Evaluate and expand district social media presence
	Produce content for district social media accounts, including Facebook, Twitter, YouTube, LinkedIn and Flickr	Completed the establishment of the Peachjar electronic flyer distribution system	Develop a mission statement for the Communications Department that is integrated with the district strategic plan
	Encourage schools to use existing technological tools to communicate effectively with parents		Refresh district informational publications
			Develop communications plan in preparation for 2018 Referendum.
<b>Community Relations</b>	Inform staff of services available through the Communications Department, including communications advice, news distribution and crisis communications support	Developed strategic planning process and format, including appropriate metrics for long-term analysis of results	Develop systematic survey process to inform marketing strategies and to measure effectiveness of messaging
	Communicate to internal audiences through electronic media and interpersonal contact	Focused promotional and marketing activities on middle schools with emphasis on community engagement program at VMS	Meet with principals in job-alike groups to tailor communications strategies to specific school needs
	Communicate with parents and staff through Connect-ED telephone notification system	Activated the text-messaging feature of the Connect-ED parent notification system	Identify opinion leaders as target audience for communications efforts
	Meet with community, staff and student groups to discuss needs and expectations	Conducted seven school site analyses for hiring new principals	Develop crisis communications protocols with local law enforcement agencies and publish results to principals
	Respond to requests and questions from parents and other community members	Trained six new principals in communications and media	

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<b>Online Communications</b>	Manage day-to-day website operations, user requests and content publishing	Redesigned school home pages and websites	Develop style manual for consistent branding of school and district advertising materials
	Train and coordinate activities of 275 website contributors	Redesigned Suncoast Technical College website.	Develop a parent preference communication survey to guide delivery of messaging.
	Design and develop district and school websites	Redesigned and published new district map, fact brochure and promotional publications	Review and refresh all department content on the district website
	Provide web management training and documentation to users	Set up Remind text messaging accounts for all schools and Principals and completed training	Upgrade the Ektron website management system.
	Monitor the accuracy and timeliness of website content	Designed and incorporated new district logo across all communications platforms	
	Conduct annual evaluations of school websites	Completed and delivered school online communication progress reports to principals	
	Support sanctioned school social media accounts	Conducted online communications training for new principals	
	Administer the website content-management system		
<b>The Education Channel</b>	Produce original programming about the school district and related community topics for broadcast, streaming and video on demand	Updated Board Chambers video equipment, software and control room work space	Upgrade studio and Board Room equipment to include editing, cameras and as identified through the year
	Live broadcast School Board meetings and work sessions	Launched reliable streaming video service for School Board meetings, workshops and other programming	Hire and train full time technician
	Monitor and revise the 5 year Capital Plan for Board Chambers facility/equipment and The Education Channel Facility/equipment for maintenance and replacement	Created on-demand video library of School Board workshops, meetings and other programming	Develop performance measures of our multiple outlets and means of publicizing that information
	Produce video messages from the superintendent to staff	Expanded channel technician position to full time	Create strategic plan for the referendum and produce related programming
	Manage Education Channel website and Facebook page, YouTube channel and TV bulletin board.	Implemented five-year capital budget plan for The Education Channel equipment and facilities and for the Board Chambers facility and equipment	Develop one new partnership and/or paid sponsorship of programming similar to the Bar Association
	Measure and analyze video-production metrics using YouTube, Facebook and the Ed Channel website	Instituted a new server-based automated programming scheduler and electronic bulletin board.	Research and impliment best practices in improving the rental of the studio
	Market and rent studio facilities to area production companies		Research and impliment best practices for social media including facebook, Instagram, Twitter and new emerging platforms for reaching our audience
	Keep current and maintain all equipment, software and licenses		Evaluate the need for the website and its upgrade

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<b>Volunteer &amp; Partnership Office</b>	Coordinate recruiting, training, and assignment of 10,000 district volunteers	Hired new VPO Coordinator	Create inventory of school volunteer assignments, programs, and needs
	Plan and host volunteer and business partner recognition events	Hosted annual volunteer and business partner recognition event for 450 attendees	Work with TeamUP! Volunteer & Partnership Council and Education Foundation to develop and implement a <i>Support Education</i> license plate sales initiative.
	Coordinate Golden School and Five Star School state recognition events and National Mentoring Month recognition	Developed Restorative Strategies initiative to improve classroom culture and reduce suspension rate	Facilitate marketing of TeamUP! portal
	Provide daily direct support to schools' management of school-based volunteer and partnership programs	Recognized 19 Five Star Schools and 40 Golden Schools at School Board meeting	Review background screening process with upper level administration and explore possible changes to improve efficiency
	Coordinate daily with district Department of Safety and Security and IT specialist to process and document volunteer background checks	Comissioned and implemented reading tutor training video	Develop process to track business partner requests
	Maintain and continuously improve Volunteers Count database and TeamUP! business partner portal	Delivered ? (number) District wide and school level trainings for volunteers, business partner coordinators, volunteer coordinators and tutors	Increase business partner requests by 10 percent
	Collaborate with Curriculum and Professional Development departments to design and deliver training to volunteers and mentors		Update VPO webpage
	Coordinate with community mentoring organizations re: school-based mentoring programs, mentor registration, approval, match, and assignment		
	Orient new TeamUP! Council members		
	Train school-based staff in volunteer, partnership, and Five Star program procedures and implementation		

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<b>Media Relations</b>	Respond to media requests for information and interviews	Published 150 news releases	Update and practice crisis communications protocols
	Respond to public records requests	Processed 192 public records requests	Expand media coverage of school activities
	Produce and distribute news releases and photographs about district events and activities	Wrote, recorded and sent 148 Connect-ED messages	Publish five feature stories on outstanding district support staff
	Publish news articles on district and school websites	Set up 17 new Connect-ED accounts for school personnel	
	Provide planning and support for crisis communication		
	Support school administrators with communications needs		
	Monitor and edit district publications and presentations to assure that content is timely and accurate		
	Provide content to district On-Hold Message system		
	Distribute daily media contact report and news clips to School Board members and senior staff		
	Support special events such as facility ground breakings and dedications		
		Revised January 6, 2017	