



# Brenham

INDEPENDENT SCHOOL DISTRICT EST. 1875

## Communications Plan 2017-2018

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## **Mission**

In collaboration with our families and community, Brenham Independent school District is committed to providing an exceptional education for all students.

## **Vision**

Brenham Independent School District...A proud community inspiring and encouraging excellence for all.

## **District Goals**

1. BISD will provide a coordinated curriculum that is implemented through effective instructional practices.
2. BISD will develop responsible, respectful and collaborative citizens.
3. BISD will provide a safe and secure environment at all BISD facilities.
4. BISD will balance the demographics on all elementary campuses.
5. BISD will attract and retain quality staff.

## Introduction

The Brenham Independent School District is committed to honest, transparent, and consistent communication with our stakeholders. We understand that maintaining open, two-way communication with stakeholders is essential for building relationships. We have diverse outreach needs and know that strong relationships are the foundation for a successful school system.

The purpose of the BISD Communications Plan is to present a clear and concise framework for communicating with both internal and external audiences in our school community. Providing frequent, clear, and results-driven communications is key to building trust and loyalty to the district. This Communications Plan is aligned with district goals, designed to be both proactive and interactive, and will be reviewed annually for effectiveness.

The success of the BISD Communications Plan depends heavily on the support and involvement of all staff members. Communication is a part of every job in our school district. Planning for and requiring shared responsibility will ensure that the entire organization is dedicated to delivering a timely, unified message to the appropriate audiences.

## Target Audiences

### Internal Audiences

- Certified Staff
- Administrators
- Board of Trustees
- Support Staff Employees
- Professional Support Staff

### External Audiences

- Students
- Parents
- Parent-Teacher Organizations
- Prospective Employees
- Prospective Residents
- Neighborhood Groups
- Community Partners
- Business Leaders
- Civic Groups
- Elected Officials
- Faith-based Groups
- Media

## Communication Channels

### Electronic

- District & Campus Website
- News & Superintendent Blog
- School Messenger
- Email
- Social Media
  - Instagram
  - Facebook
  - Google+
  - Twitter

### Media

- Brenham Banner Press
  - Monthly insert
  - Weekly student articles
  - Youth Focus
  - Press Releases
- Radio Broadcast Stations
  - BISD Talk Show (KWHI)
  - BISD Today Show (Lite FM)

## Recommended Communication Frequency

- Daily - Instagram, Facebook, Twitter, Google+
- Weekly - Website, News blog, Banner Press student articles, Radio shows
- Six Weeks - Banner Press Insert, Superintendent blog
- Quarterly - Community engagement events

## Communication Goals

1. Establish an effective communication plan to improve engagement and communication with both internal and external audiences.
2. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Brenham Independent School District.
3. Promote community involvement and build partnerships that serve to enhance the educational experience of Brenham ISD students.
4. Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.
5. Establish a clear brand identity for the district to build our image and reputation.

# Strategies to Meet Communication Goals

## Communication Goal

- Establish an effective communication plan to improve engagement and communication with both internal and external audiences.

## Strategies

- Conduct annual communication survey to evaluate strategic communication efforts.
- Organize a strategic media contact group with representatives from each campus.
- Create a protocol for media representatives to utilize when reporting upcoming events and possible stories for the media.

## Communication Goal

- Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Brenham Independent School District.

## Strategies

- Establish key communicator network and facilitate connections among community stakeholder groups.
- Maintain a high level of visibility through participation of key staff in various professional and community activities.
- Build and maintain partnerships with business and community leaders.

## Communication Goal

- Promote community involvement and build partnerships that serve to enhance the educational experience of Brenham ISD students.

## Strategies

- Organize quarterly community engagement events to be hosted by Brenham ISD.
- Develop and implement a community nominated staff recognition program.
- Organize annual business partner appreciation opportunities.
- Engage local business leaders to advocate on behalf of the district.

## Communication Goal

- Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.

## Strategies

- Maintain district website and support maintenance of campus websites.
- Develop standards and practices for campus websites and classroom websites.
- Produce digital, print and video media to increase awareness and support of district initiatives and special events.
- Utilize social media channels to provide timely and relevant information.
- Maintain proactive media relations practices to enhance the district's image.

## **Communication Goal**

- Establish a clear brand identity for the district to build our image and reputation.

## **Strategies**

- Provide ongoing training and technical assistance to staff members in public relations, social media, and other communication skills.
- Create key messages and talking points about BISD to establish unity throughout all communication channels.
- Supply district administrators with fact sheets and other easy-to-use communications tools as needed when issues arise.

## **Communications Staff Members**

- Director of Communication and Special Projects - Jessica Johnston
- F.A.M.E. Liaison - Karem Chandler
- Media Liaison - Bev England
- At-Risk Facilitator - Susan Pritchard
- Community Services Associate - Marisa Rodriguez