

Communications Audit: Findings, Recommendations, and Impact/Implications

The audit is an opportunity to reinvent, explore and enhance our district communications in terms of the needs of parents, students and staff.

IMMEDIATE - SUMMER/FALL 2020

Findings	Recommendations	Impact/Implications
<p>Parents desire a weekly, one-stop-shop for everything coming</p> <p>Staff cite "too many" emails, but yet email is the best way to communicate</p> <p>Both say news feels "stale" by the time they get it</p>	<p>1. Combine Connections and District Update into one e-newsletter and publish weekly</p>	<ul style="list-style-type: none"> ● Calendars will need to remain updated ● Develop new process for sourcing and publishing ● Schools and District must work together to accomplish ● Staff time
<p>Parents and staff cite navigation issues; can't find what they need or it doesn't exist</p>	<p>2. Website enhancements</p> <ol style="list-style-type: none"> 1. Hosting 2. Navigation 3. Content 4. Calendars 5. Building Liaisons 	<ul style="list-style-type: none"> ● Consider stipend communications coordinator in each building ● Ensure internal hosting is reliable ● Reorganization of content requires deep review and new structures ● Openness to change in practice
<p>Staff want to hear from the Superintendent directly about what's going on in the district.</p>	<p>3. Increase visibility of Superintendent (internal)</p> <ol style="list-style-type: none"> 1. Monthly staff email 2. Visits to buildings/events 3. Personal relationships 	<ul style="list-style-type: none"> ● There may be more questions, comments and interactions from staff on district topics ● Source content from the BOE email updates (already produced by Supt.) and cabinet meetings.
<p>In order to meet the expectations of the BOE and assist in improving internal communications, a deeper understanding of the content for decisions is imperative.</p>	<p>4. Communications Director sits on cabinet</p>	<ul style="list-style-type: none"> ● Another perspective at the table ● Rationale: BOE, Internal sharing
<p>Staff show low levels of satisfaction in effectiveness and frequency of communication from district.</p> <p>They desire more opportunities for feedback.</p>	<p>5. Internal communications improvements</p> <ol style="list-style-type: none"> 1. Flag items for building com 2. Report out from district to schools 3. Collaborate with one liaison per major initiative 	<ul style="list-style-type: none"> ● More communication out means more communication in, to close the loop ● How feedback will or will not be utilized must be defined and shared

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PRIORITY CONSIDERATIONS 2020-21

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<p>Staff feel disconnected from the district., for different reasons (GBN/GBS)</p> <p>Staff want to know what is going on and rely on their principal for information</p>	<p>6.Members of cabinet attend staff meetings and provide brief overview of recent news</p> <p>They also find additional opportunities to be present at major staff events</p>	<ul style="list-style-type: none"> ● There may be more questions, comments and interactions from staff on district topics
<p>Need to move away from episodic and responsive messaging to strategic and visionary communications</p>	<p>7.Develop three high-level district goals; shapes all communication strategies</p>	<ul style="list-style-type: none"> ● Leaderships must commit to these goals, holistically and in decisions ● Goals must be real, authentic
<p>Two of the three key leaders are new; establish the team</p>	<p>8.Conduct "Live" conversations between the Superintendent and Principals</p>	<ul style="list-style-type: none"> ● Potential for comparison between the schools
<p>Sharing initiative work outside of the team doesn't often occur.</p>	<p>9.Appoint a communications liaison on every major initiative or event</p>	<ul style="list-style-type: none"> ● Additional staff engagement
<p>Need for additional information and content, school-specific</p>	<p>10.Appoint a school liaison to work directly with the PR department on feature stories, calendar, and website content.</p>	<ul style="list-style-type: none"> ● Cost of potential stipend or additional workload
<p>BOE is unaware of many of the communication strategies in place</p> <p>BOE wants to help shape said strategies</p>	<p>11.Re-establish BOE sub committee or communications advisory committee</p>	<ul style="list-style-type: none"> ● More insights and feedback into communications ● Public access to strategies
<p>Parents want to hear directly from the Superintendent</p> <p>Access to meaningful discussions</p>	<p>12.Increase visibility of Superintendent (external)</p> <ol style="list-style-type: none"> 1. Vlog/Blogs 2. Submit columns to media 3. Response in publications 	<ul style="list-style-type: none"> ● Utilize a narrative developed based on the goals designed from above recommendation; all must align

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ADDITIONAL CONSIDERATIONS

Findings	Recommendations	Impact/Implications
Parents feel disconnected from teachers, especially GBN	13.Consider Parent/Teacher conferences or an alternative means for connection	<ul style="list-style-type: none"> ● Reinventing or inventing a new experience
Parents and student desire a consistency in communication from teachers	14.Set standards such as where homework will be posted by and how long it is appropriate for an email response	<ul style="list-style-type: none"> ● Creating expectations and guidelines ● Accountability
Freshman parents are unfamiliar with terminology, where to go for help	15.Create special Freshmen Parent Communications introduction	<ul style="list-style-type: none"> ● Development of an onboarding plan ● Overlap between district and schools
Staff are unaware of opportunities to provide feedback and deeply desire it	16.Establish or reinvent staff feedback opportunities	<ul style="list-style-type: none"> ● Establishing parameters for how and when feedback will be obtained and utilized ● Politics
Potential to inform communication strategies by knowing confusion/rumors	17.Request access to known social media groups (parents, community)	<ul style="list-style-type: none"> ● Monitoring time ● GBN/GBS not equally represented ● Exclusive to members
Staff are overwhelmed by email and not sure when "action" is needed versus informational	18.Develop formal staff email templates and standards of communications	<ul style="list-style-type: none"> ● Leadership must adhere to a standard for all email communication
Desire among audiences for more visual content	19.Utilize more video and multimedia	<ul style="list-style-type: none"> ● Staff time ● Utilization of student broadcasts
Area of intrigue but not significant enough to warrant a strong recommendation	20.Conduct additional research on the use of text messaging	<ul style="list-style-type: none"> ● To be determined

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LOW/NO-PRIORITY CONSIDERATIONS

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Greater consistency needed in logos, styles, format, and colors.	21.Develop stricter brand guidelines and accountability	<ul style="list-style-type: none"> ● Adherence and policing ● Styles are personal
Greater consistency needed in logos, styles, format, and colors.	22.Update brand guidelines to include templates, samples, images	<ul style="list-style-type: none"> ● Adherence and policing ● Styles are personal
Area of intrigue but not significant enough to warrant a strong recommendation	23.Establish a district media presence, focusing on Facebook; if this is not desired, post more about district news on the GBS/GBN feeds	<ul style="list-style-type: none"> ● Posting more district news on school feeds may comprise some audience engagement (i.e. students) while building others (i.e. parents)
Opportunity to add/enhance an outlet for district level communication	24.Consider utilizing organic and paid digital marketing on social media outlets	<ul style="list-style-type: none"> ● Cost
No evidence of such terms, however, the district has them in its social media terms	25.Post "Terms of Use" on social media channels	<ul style="list-style-type: none"> ● None
Publication is effective.	26.Continue publishing the Glenbrooks; consider a redesign to align to brand standards	<ul style="list-style-type: none"> ● Alignment of all other changes to this publication: branding and content ● Cost is significant, by comparison
Potential need to schedule content for consistent engagement	27.Continue utilizing editorial calendar for social media and news <ol style="list-style-type: none"> 1. Consider a scheduling tool 2. Consider what measurables are important to us and obtain analytics 	<ul style="list-style-type: none"> ● Different concepts of what successful social media means ● Analytics
Expand relationships with local media	28.Host an annual editorial meeting with BOE and Superintendent; more involvement from media in schools (Emcee, MofC)	<ul style="list-style-type: none"> ● Allowing them in gives them additional access ● Media has control
Continuing submission of features to media outlets, increase as much as possible	29.BOE desires a fuller picture of offerings represented in local media (?)	<ul style="list-style-type: none"> ● Define accurate representation of the Glenbrooks ● Staff engagement