



Discuss Report from National School
Public Relations Association

January 21, 2025

Board Presentation

Timeline

- Spring 2024 Request for Proposals
- May 2024 Purchasing Report Update
- Summer 2024 Review of print and digital materials
- August 2024 Survey to stakeholders
- September 2024 Focus Groups conducted on-site
- January 2025 Report shared with Board of Trustees



Summary of Recommendations

1. Reorganize the Communications Department's structure, job descriptions and staff responsibilities.
2. Draft a strategic communication plan for BISD aligned with district goals and objectives.
3. Develop a public engagement strategy to connect with families, share the BISD story, and build a deeper understanding of the schools.
4. Incorporate marketing strategies into the communication plan.
5. Develop an internal communications program to build trust, enhance employee satisfaction and boost teacher retention.
6. Expand Board of Trustees' outreach and communications.
7. Standardize communication processes to reach all parents.
8. Enhance existing crisis response plans with a strategic crisis communication plan.
9. Create more opportunities to engage older alumni and retirees.
10. Increase community engagement with BISD social media and on the website.

Next Steps

- 1) Share feedback with stakeholders
- 2) Review findings with leaders
- 3) Develop and implement action plan

