

Riverside School District 96

Marketing Plan

January 2025

INTRODUCTION

This plan defines strategic communication goals in alignment with the district's current strategic plan. By aligning our marketing efforts with the strategic plan, we will enhance communication, celebrate staff and students achievements, and foster community collaboration. Along with the district's communication and brand standards, this plan ensures that the district message is clear, consistent, and impactful.

This is a living document that includes a section for future ideas. The cyclical nature of marketing allows us to evaluate, update, and refine our tactics as needs change.

MISSION

Empowering learners through meaningful educational opportunities that reflect the knowledge, skills and experiences needed for future success as engaged citizens.

STRATEGIC PLAN GOALS 2021–2026

- Student Growth and Achievement
 - Ensure high levels of learning for all students.
- Learning Environment and Culture
 - Cultivate a safe, secure and inclusive learning environment that is responsive to the evolving needs of each student.
- High-Quality Staff
 - Recruit, develop, and retain exceptional personnel for all positions.
- Family and Community Partnerships
 - Build a strong support system by engaging families, partners and the greater community to meet the needs of all students.
- Stewardship of Resources
 - Develop and sustain effective, efficient and equitable use of all resources to optimize the operations for improved student achievement and fiscal responsibility.

GOALS

1. Build consistent communication channels
2. Enhance district brand perception
3. Foster community partnerships

AUDIENCE TARGETS

- Teachers, Principals, School Staff
- School Board Members
- Parents and Caregivers
- Students
- Community Partners
- Media

STRATEGIES & TACTICS

1. Build consistent communication channels
 - Develop Communication Method Chart
 - Add Points of Contact Progression Chart to Family & Community Engagement Guidelines
 - Define timeline for resharing with the community
 - Investigate and recommend shared email software service
 - Establish a quarterly superintendent eNewsletter
 - August — Welcome
 - November — Student achievement/ISBE report card
 - February — Family Learning Night/Values/Partnership
 - May — Fifth Grade Games Night/Graduation/End of Year Recap
 - Highlight features of new website
 - Promote app launch
 - Audit website for consistency
 - Rotate “welcome” messages on each school’s homepage
 - Use consistent format for event listings across all schools
 - Use consistent high-res images for all graphics
 - Reduce number of website pages
2. Enhance district brand perception
 - Create communication and branding guidelines
 - Create district welcome guide
 - Develop distribution plan
 - Update community report layout
 - Make graphics consistent and add captions

- Use icons and graphic elements to share stats
- Reduce text and/or utilize bulleted lists for easy reading
- Use circle icon of each school
- Include early learners blurb
- Update layout of other existing print materials with standard design elements
 - Family and community engagement guidelines; Kindergarten registration flyer; Parent presentation flyers; Early learner alumni registration flyer
- Build social audiences with consistent content
 - Develop social media best practices
 - Meet with social media champions
 - Create consistent naming convention for live feed posters
 - Create branded templates for district news, events, spotlights
 - Build robust content calendar
 - Create monthly themes for batch content creation
 - Spotlight staff and student achievements by group
 - Promote district accounts through schools, PTOs, and other community pages
 - Utilize Facebook Events for district-wide events, meetings, etc

3. Foster community partnerships

- Identify relators to promote district welcome guide
- Cross-promote relevant events with community organizations
 - Riverside Public Library
 - Village of Riverside
 - Chamber of Commerce
- Investigate district-wide community volunteering event
- Build shared outreach calendar to document participation in community events and activities of school-level clubs
 - Include in social media content calendar

FUTURE IDEAS

- Send Board Briefs following regular board meetings
- Expand internal communication with staff achievements
- Coffee with Board Members (informal community chat with 1-2 members)

METRICS

- Social media engagement
- Website analytics
- Event attendance
- Community feedback
- TBD

TIMELINE

TBD