



MARKETING AND COMMUNICATION PLAN
2010-2013

Tupelo Public School District

Marketing and Communication Plan

The goal of the TPSD Communication Department is to support and promote the educational and student achievement goals of TPSD through communicating with and listening to our employees, students, parents, and the community about issues and events in our district.

The goals, objectives, and action steps in this plan are most closely aligned with the Tupelo Public School District Strategic Plan Goal 4: Promote community knowledge of, involvement in, and support for TPSD pursuit of excellence. The objectives of the TPSD Strategic Plan Goal 4 appear as the goals of this TPSD Communication and Marketing Plan.

Standard Operating Procedures

These are the routine actions the Communication Department performs on a regular basis to fulfill the goals and objectives outlined in this Marketing and Communication Plan.

- Bi-weekly media email briefings
- Media releases
- Attends all Board of Trustees meetings
- Attends Senior Staff, Administrative Council, and various other district and school meetings
- Superintendent's monthly Column in Northeast Mississippi Daily Journal
- Correspondence
- Website content generation and updates
- Website backend management and administration
- Creation of multimedia content – iMovies, iPhoto albums, Podcasts, etc.
- Social media content and monitoring
- Digital Content Library
- District Promotional Video – targeted distribution
- District-wide special events planning and execution
- Publicity and support for school special events
- Layout and design of promotional material for district and schools
- Design and placement of ads on digital billboards
- District photographer
- Monitor district reputation in community, within organization, and in cyberspace

GOAL 1: STRENGTHEN PRODUCTIVE PARTNERSHIPS FOR EDUCATION.

The Communication Department will work to strengthen existing relationships with the following community organizations and businesses to leverage the greatest impact on student achievement and support for public education, specifically the Tupelo Public School District.

○ **Community**

- Association for Excellence in Education
 - Increased AEE web presence within district website to drive traffic and support for the organization
 - Assist AEE with district membership drive to have 80 percent of licensed and administrative become annual members of the organization by April 2013
 - Assist with promotional materials at request of organization
- CDF
 - Network at CDF events as part of CDF membership
 - Promote CDF-sponsored events such as Industry-Education Day, First Fridays, etc., when a TPSD employee is a featured speaker
 - Assist TPSD administrators with preparation and technical execution of presentations at CDF-sponsored events
 - Represent district on CDF Newcomer Club in an effort to recruit new students and families to TPSD
 - Provide district information to be included in the “Members Corner” section of the CDF bi-monthly e-Newsletter that is sent to all CDF members
 - Conduct tours upon request for families of industries and businesses in the greater Tupelo area with a goal of recruiting students to the Tupelo Public School District
- CREATE
 - Promote Teacher of Distinction program within the district
 - Assist CREATE with nomination of teachers for recognition
 - Secure student entertainment for CREATE annual meeting
 - Coordination of Teacher of Distinction award funded by TPSD Administrative Council (established in 2010)
 - Collaborate with CREATE staff on various events and programs in the district and in the community to benefit TPSD staff and students

○ **Area Businesses**

- Conduct tours for families of prospective physicians and administrators being recruited by North Mississippi Medical Center
- Provide marketing materials and promotional video to area businesses as part of overall student recruitment efforts
- Coordinate distribution and publicity of school supplies from Northeast Mississippi Medical Center for TPSD elementary students.
- **Northeast Mississippi Board of Realtors**
 - Conduct tours at request of realtors for prospective families moving to Tupelo
 - Coordinate Superintendent’s articulation of district overview and emphasis of the necessity of a strong public school system in order to sustain a thriving community
 - Provide promotional materials including newly-released promotional video to area realtors to bolster student recruitment efforts
- **Civic, Charitable, and Faith-based Organizations**
 - Assist with scheduling and preparation of presentations by district spokespeople for the purpose of garnering support for the district mission, goals, beliefs
 - Assist with administrative and promotional duties to support the successful recognition programs sponsored by local civic organizations
 - City of Tupelo
 - Publicize major initiatives and events of the Healthy Task Force, Mayor’s Task Force on Education, etc.
 - Promote district-wide participation in Parks and Recreation programs
 - Strengthen partnerships between TPSD and special City entities such as Convention and Visitor’s Bureau and Downtown Main Street through quarterly planning meetings
 - Provide information to City Communications Director and Downtown Main Street Association Director of Marketing for inclusion in their specific communications/publications
 - United Way
 - Organize internal annual employee United Way fundraising drive

The above action items are a sample of the work the TPSD Communication Department does to strengthen community partnerships for education. However, this is a fluid plan and should not be considered an inclusive list.

GOAL 2: THE DISTRICT AND LOCAL SCHOOLS COMMUNICATE WITH PARENTS

REGULARLY ABOUT TPSD’S EDUCATIONAL AND STUDENTS’ ACADEMIC PROGRESS.

In order to disseminate timely information to parents in convenient, creative, and innovative ways, the TPSD Communications Department will:

- Develop and coordinate communication procedure from schools to TPSD Communication Department to ensure accurate and consistent messages are sent to parents about educational and students’ academic progress
- Conduct training for Public Relations Representatives at school level by December 2010 in an effort to increase information sent to district communications department
- Equip principals with “TPSD Public Relations Principles for Principals,” a manual of general public relations guidelines and tactics for school administrators by December 2010
 - Communicate daily with a variety of media outlets employing some of the following methods: phone calls, face-to-face conversations, social media, and email
 - Publicize and disseminate information about Achievement Nights at schools
 - Publish “Understanding Student Test Scores” section on TPSD website
 - Become more focused in social media communications as a major component of overall information dissemination and means to drive traffic to district website
 - Conduct TPSD Facebook “Like” Drive to increase number of “Likes” to 2500 by December 2012
 - Post at least two Facebook updates per week using links from outside news sources, district digital media files, announcements, etc.
 - Use Twitter to drive traffic to Facebook and district website
 - Provide monthly social media analytics
 - Assist schools with parent communication and understanding about Haiku pages
 - Compose AlertNow messages for district and schools on as-needed basis
 - Provide meaningful information on website for Parents: enrollment forms, links to bus routes and menus that redirect to schools, curriculum resources.
 - Publicize and assist with securing community partners for Conversations with Dr. Shaver

- Secure sponsorships, plan and direct CTV21 monthly broadcast of “Celebrating Excellence” and Conversations with Dr. Shaver.
- A monthly electronic newsletter, Key Communicator, is distributed to parents, elected officials, faith leaders, business leaders, realtors, volunteers, and anyone who requests it.
 - *This is contingent on approval of a new web content management solution.*
- Design online Annual Report publication to include district status, goals, initiatives, successes, and school profiles
 - *This is contingent on approval of a new web content management solution.*

The above action items are a sample of the work the TPSD Communication Department does to communicate with parents. However, this is a fluid plan and should not be considered an inclusive list.

GOAL 3: THE DISTRICT HAS PROCESSES IN PLACE FOR STAKEHOLDER INPUT IN SYSTEM-WIDE POLICY DEVELOPMENT, STRATEGIC PLANNING, BUDGET DEVELOPMENT, AND IMPLEMENTATION OF DISTRICT INITIATIVES.

To optimize stakeholder buy-in for district initiatives, the TPSD Communications Department will work with administrators, departments, and schools to gather stakeholder feedback in the following ways:

- Create surveys using Vovici web survey tool and email to relevant parties or post to district website
- Capture survey data at classroom, school, and district level using new web content management solution
 - *This is contingent on approval of a new web content management solution.*
- District administrator blog(s) with moderated, time-limited commenting allowed
 - *This is contingent on approval of a new web content management solution.*
- Convene Faculty Senate and Student Senates at individual schools, to be appointed by superintendent and/or designee by 2011-2012 school year
- Advise and assist upper level administrators with formation of “Superintendent’s Roundtable” as a sounding board for the purpose of addressing misinformation and to garner increased support for TPSD
- Monitor social media comments and respond when appropriate
- Convene advisory boards convened around issues, i.e., Digital Citizenship Advisory Committee, Principal Search Committees

The above action items are a sample of the work the TPSD Communication Department does to gather stakeholder input. However, this is a fluid plan and should not be considered an inclusive list.

GOAL 4: ALL SCHOOLS ARE WELCOMING TO OUR DIVERSE STUDENT AND PARENT COMMUNITIES AND PROVIDE VARIED OPPORTUNITIES FOR ENGAGING PARENTS AS PARTNERS.

Understanding that it is critical to foster a welcoming and friendly school/district environment in order to engage parents of all backgrounds as effective partners, the TPSD Communication Department will:

- Work in conjunction with TPSD Human Resources Department to implement a Customer Service Training program complete with guidelines and standards by May 2011
- Publicize and serve as an advisor on involving diverse populations in school events (Art & Soul, Taste of Joyner, Open Houses, PTO meetings)
- Utilize interactive parent section feature on website – unique login for calendar view for children, homework assignments, practices, teacher web pages, communication with teachers, surveys, forms, etc.
 - *This is contingent on approval of a new web content management solution.*
- Provide Newcomer Guide on TPSD website complete with school virtual tours, registration information, school zone map, community information, school profile information, etc.
 - *This is contingent on approval of a new web content management solution.*
- Assist with outreach and special events targeted at diverse populations beginning September 2010 (District ELL Reception, Japanese Etiquette Training, Spanish Conversations with Dr. Shaver)
- Assist with and publicize district-wide and grade level “Welcome Back” events such as picnics and cookouts before the beginning of the school year
- Coordinate and publicize state Parent of the Year program

The above action items are a sample of the work the TPSD Communication Department does to engage our diverse student and parent populations. However, this is a fluid plan and should not be considered an inclusive list.

GOAL 5: THE DISTRICT AND LOCAL SCHOOLS COLLABORATE WITH COUNTY AGENCIES AND PARENT, STUDENT, CIVIC, BUSINESS, AND COMMUNITY ORGANIZATIONS TO SUPPORT STUDENT SUCCESS.

The Communication Department works in collaboration with other departments and schools to publicize these partnerships and programs that support student success and to:

- Coordinate and promote programs through City of Tupelo departments that emphasize safety of students – bike safety, walk to school day, Internet safety tips (bullying), GREAT program, etc.
- Support Parents for Public Schools with requested information to assist TPSD parents in becoming actively involved in the educational process
- Encourage Parents for Public Schools to provide educational materials and training sessions for TPSD parents geared at promoting individual child’s increased student achievement
- Coordinate, plan, and publicize the AEE Annual Luncheon at district site
- Organize and formalize a School/Business Volunteer Network with at least 1 business partner per school by August 2012
- Partner with the City of Tupelo on major initiatives and events that promote health, service, safety and education, etc. (TVA, Hope for Haiti)
- Release public information to appropriate businesses, agencies, governmental and community organizations to support the successful completion of grant applications
- Coordinate school Student of the Month efforts to feed into a district student recognition program
- Ensure all services provided by volunteer organizations such by Junior Auxiliary, Tupelo Women’s Club, Pilot Club, etc., are maximized throughout the district

The above action items are a sample of the work the TPSD Communication Department does to publicize successful partnerships and programs that support student success. However, this is a fluid plan and should not be considered an inclusive list.

The TPSD Communication Department recognizes that an integral part of successful marketing is a strong internal communication plan. Therefore, departmental efforts will support the following:

GOAL 3, OBJECTIVE 5: THE WORK ENVIRONMENT PROMOTES EMPLOYEE WELL-BEING, SATISFACTION, AND POSITIVE MORALE.

- Increase two-way communication between district and schools
 - Distribute TPSD Tidbits at least once per month
 - Develop a comprehensive intranet to provide web-based access to internal news, announcements, forms, etc.
 - Develop forum for increased collaboration across district lines – virtual teacher mentoring and professional learning communities
 - Provide online drop-box for employees to voice comments, concerns, and/or questions
 - Work with Human Resources to create and provide a “New Teacher/New Employee Virtual Information Packet”
 - Compile and publish a Frequently Asked Questions section
 - Create “Mythbusters” Page / Fact vs. Fiction to dispel myths heard in district
 - *This is contingent on approval of a new web content management solution.*
 - Conduct training for principal-appointed public relations representatives at school level by December 2010 in an effort to increase information sent to district communications department
 - Equip principals with “TPSD Public Relations Principles for Principals,” a manual of general public relations guidelines and tactics for school administrators by December 2010
 - Assist other departments with effective communication tools when needed

The above action items are a sample of the work the TPSD Communication Department does to communicate with employees internally. However, this is a fluid plan and should not be considered an inclusive list.

GOAL 3, OBJECTIVE 6: TPSD RECOGNIZES STAFF EFFORTS AND ACHIEVEMENT IN PURSUIT OF SYSTEM GOALS AND RELATED PRIORITIES

- Assist Superintendent with execution of “Superintendent’s Choice” recognition program
- Establish district-wide staff, teacher, and administrator monthly recognition program
- Formalize board recognition procedures to assure that all district staff are recognized in a timely manner
- Coordinate Teacher of the Year, Rookie Teacher of the Year, and Administrator of the Year programs
- Increase awareness of district staff and services during specific national and state recognition days/weeks (National Bus Safety Week, National School Lunch Day, National Walk to School Day, National School Nurses Day, Teacher Appreciation Week, etc.)
- Leverage community partnerships through collaborative recognition efforts to maximize impact

The above action items are a sample of the work the TPSD Communication Department does to recognize and publicize employee achievements and appreciation efforts. However, this is a fluid plan and should not be considered an inclusive list.