

# RWPS COMMUNICATIONS PLAN

*Working document: Nov. 22, 2021*

## Introduction

Communication is key to having a committed and engaged “public” in Red Wing public education.

Red Wing Public Schools is committed to communication that helps to build effective, productive relationships with our students, staff, stakeholders, and community.

Communication is much more than dissemination of information: Healthy, effective communication is an exchange. We welcome and seek feedback to maintain that two-way dialogue as the district strives to educate and inspire all students so they realize their full potential and become respectful, responsible, and productive citizens.

This plan builds on the district’s vision statement:

*Red Wing strives to provide an innovating and meaningful educational experience that:*

- *Fosters curiosity.*
- *Pursues and applies best practices.*
- *Embraces diversity by respectfully engaging all students, families, and staff.*
- *Connects and partners with our community.*

The ISD 256 Communications Plan is a living document, evolving to set a clear process for effective communication with all.

### **Our overarching objective:**

Consistent, clear, transparent, on-brand, timely communication in all things.

### **Our underlying message:**

We are committed to the success of all learners and want everyone to read it, hear it, know it and show it.

### **Our 2022-2023 imperative:**

Referendum communication

# Target audiences

## Internal

Teachers  
Staff  
Students

School Board  
Administrators

## Stakeholders

Community Education Advisory Council  
Goodhue County Education District  
American Indian Parent Advisory Cmte.  
Student Council(s)

Parent Advisory Councils (on hiatus)  
Anderson Center (Tower View)  
Minnesota State College Southeast

## External

- Parents/guardians (families)
- Prospective ...
  - students and families
  - employees
  - residents
- Active community partners
  - Hispanic Outreach
  - Youth Outreach
  - Red Wing Ignite
- Alumni
- Business leaders
- Civic groups
- Law enforcement
- City of Red Wing
- Goodhue County
- State and federal lawmakers
- Prairie Island Indian Community
- Faith-based groups
- Media
- Volunteers
- Other schools
  - Creekstone Montessori
  - St. John's School
  - Other school districts ...  
in Goodhue County and  
the Big 9 Conference
  - Colleges, universities

# Communication channels

## Websites

[www.rwps.org](http://www.rwps.org), including pages for:

- Schools
  - Red Wing High School
  - Tower View (Clearly identified as GCED program with RW teachers)
  - Twin Bluff
  - Burnside
  - Sunnyside
  - Colvill Family Center
- Community Education & Recreation

[www.gowingers.com](http://www.gowingers.com)

## Student Messenger -- group emails, calls and texts

- from superintendent
- from principals / schools
- From administrators / departments
- emergency notifications
- winter and inclement weather closure notifications

## Electronic

- Newsletter
  - District is weekly
  - High school is weekly
  - Elementary is monthly
- Email and text
- ParentVue
- StudentVue

## Social Media

- Facebook
- Twitter
- Instagram

## Broadcast

- YouTube channel
- Education channel

## Print

- District newsletter -- quarterly
- Community Education brochures
- Aerie (RWHS student news)

## Independent media

Republican Eagle  
KCUE/KWING  
Non-local news outlets

# Goals, objectives, strategies

## Audience: Community

**Goal:** Disseminate information and interact with Red Wing area community members, making the district visible and heard -- but also hearing community members.

### **Objectives:**

- Connect with community members
- Facilitate two-way communication
- Set up engagement opportunities
- Be a leader in the community

### **Strategies:**

- District website
  - Keep it updated
  - Research redesign: Vibrancy, navigation, search engine optimization
- Brand
  - Implement a focus group. What is the brand? How do people view it?
  - Promote this brand through proper use by the district
  - Control the brand -- create usage policy for outside entities
- E-newsletter
  - Revisit format, delivery timing, content
- Review social media uses to promote our schools.
  - Develop district social media policy
  - Establish procedures, and best practices
  - Work with staff handling posts for each specific school's social media
- Increase district visibility
  - At community events
  - In daily living
  - Get people into our buildings, i.e. classes, invitations, concerts. etc.
- Routinely survey the community, formally and informally
- Implement focus groups when appropriate and where needed
- Tap local media opportunities

## Audience: Employees

### **Goals:**

Share how information should flow and look for new ways to share information.  
Instill the understanding that everything we say and do communicates something.

### **Objectives:**

- Establish expectations, guidelines, and talking points for all staff
- Make it clear “You are a district ambassador”
- Ensure that employees have the information they need when they need it

### **Strategies:**

- Have a district ambassador campaign; explain what “responsible for communications” means to them as individuals.
- Increase understanding of general operations
- Create and share organizational charts
- Review internal communication tools and set up a schedule for using them more effectively
- Revisit district email policy, procedures and best practices

## Audience: Students & families

**Goal:** Deliver meaningful, consistent, open, and proactive communications with students and parents/guardians whose children attend Red Wing Public Schools.

### **Objectives:**

- Develop an effective schedule for disseminating information
- Ensure that families feel and are heard
- Deliver consistent messages
- Have equity in our communications

### **Strategies:**

- Connect through focus groups -- Ex: Communications: what families want, need, found effective
- Strategic use of ParentVue, building e-newsletters (Smore), website
- Invigorate Aerie, the student newspaper
- Establish expectations and deliver information on key decisions -- from concept to execution -- Ex: school start times

## Audience: Everyone

**Goal:** Communicate branded content in a highly visible, effective manner -- new and established channels -- to make the RWPS brand synonymous in people's minds with great public education.

**Objectives:**

- Establish trust in our communications
- Be transparent, following letter and spirit of state and federal laws
- Have strategic use -- not overuse or misuse -- of channels
- Have everyone feel they were heard and/or received the information they needed.

**Strategies:**

- Develop a uniform look for communications
- Create brochures about schools and programs for easy pickup
- Review use of social media

# We want to hear from you

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