



To: Dr. Carol Kelley, Superintendent, District 97, Oak Park  
From: Pat Maunsell & Eva Moon, M<sup>2</sup> Communications  
Re: D97 - District and Superintendent Communications Planning  
Date: May 17, 2016

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M<sup>2</sup> Communications is pleased to submit this proposal to support District 97's communications efforts with emphasis on your personal communications as superintendent to effectively build a robust plan for more strategic communications. Strong two-way communications with all stakeholders is critical to supporting the important work of the district to ensure excellence and equity for all students. This requires both listening and communicating in a way that "brings people along" by identifying key issues the district faces and educating all stakeholders on how to address these issues. The mechanics of this involves developing key messages and a clear plan for two-way communications with all audiences in a systematic and ongoing way. Implementing a well-developed communications plan that is both comprehensive and flexible is essential to supporting the district's work to ensure success for all.

### **Key messages**

Based on conversations with you and the feedback we have collected during the vision planning process, M<sup>2</sup> will draft a key messages document to ensure we have a clear and comprehensive foundation of what needs to be communicated. From this base, messages can then be differentiated by audience and can be used as a guide when specific issues arise that require specific messaging.

### **Audiences**

To ensure success – in your communications and to achieve your broader goals for the district and your students – all key stakeholders must be part of the conversation. While the core messaging for all groups needs to be consistent; the messages must be tailored to reach each stakeholder group/audience in ways that address their unique needs. Ensuring that all stakeholders are informed and heard is critical. Building out a solid communications plan with the following key stakeholder groups/audiences will help build trust and establish a "new way of doing business" that differentiates your superintendence from previous ones:

- *Central office employees*
- *Principals*
- *Teachers/staff*
- *Parents/community*
- *Students*

### **Strategic communications plan**

M<sup>2</sup> will develop an overarching strategic communications plan that will include several key components:

- *Key message map*: M<sup>2</sup> will create a key message map that aligns the core messaging with the audiences, identifies priority messages for each audience, and differentiates the messages to ensure they are strategically tailored for each audience for maximum effectiveness.
- *Communications opportunities and channels*: M<sup>2</sup> will then gather a list of all communications opportunities and channels currently available in D97 and identify additional opportunities and channels needed for success.
- *Communications calendar*: Finally, M<sup>2</sup> will develop a communications calendar that overlays the messaging with the communications opportunities and channels.

### **Coaching**

Once the strategic communications plan is in place, M<sup>2</sup> will meet (in person or on the phone) with you twice each month to discuss the implementation of the strategic communications, prepare for specific communications opportunities, trouble shoot communications issues that may arise etc. M<sup>2</sup> will also be able to provide some support in drafting and reviewing communications materials though it is anticipated that district staff will primarily handle this.

### **Timeline**

The foundational work and documents described will be developed in first four to six weeks of the contract followed by twice monthly coaching sessions through the end of 2016

### **Deliverables**

M<sup>2</sup> will:

- Develop a key message document
- Develop a key message map that aligns messaging with audiences
- Research and recommend communications opportunities and channels
- Develop a communications calendar
- Conduct twice monthly coaching session with D97's superintendent

### **Budget**

The above deliverables and process will be led and facilitated by M<sup>2</sup> from May – December 2016. The total budget for this work is \$22,000, making the monthly retainer fee \$2,750.

Initial planning and materials development	\$ 6,000
Twice monthly coaching sessions @ \$2,000/month	\$16,000