



PUTNAM COUNTY COMMUNITY UNIT SCHOOL DISTRICT #535

Information for the Board of Education

Meeting: May 20th, 2025

Item: Communications Plan (Discussion)

Information: Over the past few years, the District has achieved numerous accomplishments and launched initiatives that are of significant interest to the community. However, one area of improvement has been effectively communicating this progress to stakeholders. To address this need, it would be beneficial for the Board of Education to develop a comprehensive communications plan focused on community engagement. Potential components of this plan may include:

- Regular features in the *PC Record* highlighting student achievements and District programs
- Regular updates in the *PC Record* about facilities and capital projects
- Strategic use of the District's social media platforms with clearly defined content guidelines.
 - Currently, these platforms primarily spotlight students and staff, with limited information shared about district-level topics such as facilities and finances.
- In-person engagement opportunities, such as community forums or coffee chats between the Superintendent, Board of Education members, and community members