

**ALEDO ISD**

COMMUNICATIONS PLAN

2017-2018



***A Past to Remember; A Future to Mold***





# COMMUNICATIONS MISSION

- **COMMUNICATE** MISSION, VISION, CORE VALUES & MOTTO OF ALEDO ISD TO **STAKEHOLDERS** (PARENTS, STUDENTS, STAFF & COMMUNITY)
- **SHOWCASE** ACHIEVEMENTS AND PROVIDE VALUABLE INFORMATION, BUILDING STEADY AND CONSISTENT STREAM OF TWO-WAY COMMUNICATION.
- **SUPPORT** CAMPUSES AND DEPARTMENTS WITH COMMUNICATIONS TO HELP FOSTER AN ENVIRONMENT OF ENGAGEMENT AND COMMITMENT TO EXCELLENCE.
- **SHARE** THE BEARCAT STORY! INFORM THE COMMUNITY OF DISTRICT'S VISION IN THE CLASSROOM AND HIGHLIGHT STUDENT, STAFF AND SCHOOL ACCOLADES.
- **FOSTER** RELATIONSHIPS WITH LOCAL BUSINESSES, MEDIA AND ORGANIZATIONS WITH THE MISSION OF COMMITMENT AND SUPPORT FOR PUBLIC EDUCATION.
- **BUILD** PUBLIC TRUST IN ALEDO ISD. ENHANCE THE ALEDO BRAND AND REPUTATION OF EXCELLENCE.





# AISD COMMUNICATION TOOLS

- **DISTRICT/CAMPUS WEBSITES:** MORE USER FRIENDLY AND RESPONSIVE. NEW SITES LAUNCHED, FULLY MIGRATED BY END OF SCHOOL YEAR.
- **AISD MOBILE APP:** 10,000 + DOWNLOADS
- **PARENTLINK EMAILS/TEXT ALERTS:** RECEIVED BY ALL PARENTS/GUARDIANS
- **SOCIAL MEDIA:**
  - FACEBOOK 4,150 FOLLOWERS
  - TWITTER 2,940 FOLLOWERS
  - \*INCREASE OF NEARLY 800 COMBINED NEW FOLLOWERS SINCE 7/17*
- **BOARD MEETING VIDEOS:** LAUNCHED 11/17







# INTERNAL COMMUNICATIONS

**MISSION:** *ENHANCE/CREATE EFFECTIVE COMMUNICATION TOOLS USED AS PLATFORMS TO KEEP STAFF INFORMED OF VITAL DISTRICT NEWS, ACCOLADES, EVENTS, SAFETY ALERTS, ETC.*

- **KEEP STAFF INFORMED/INVESTED:** HIGHLIGHT ACCOLADES ACROSS DISTRICT AND KEEP STAFF INVESTED! CREATE MONTHLY STAFF E-NEWSLETTER (“BEARCAT BULLETIN”) TO SPOTLIGHT CELEBRATIONS, HIRINGS, STAFF NEWS & IMPORTANT EMPLOYEE/DISTRICT INFORMATION.
- **RELATIONSHIPS:** PROVIDE CONSISTENT SUPPORT, MEDIA/SOCIAL MEDIA TRAINING TO ALL STAFF AND CAMPUS ADMINISTRATORS. INITIATIVE WILL FOSTER EFFICIENCY, RAPPORT AND TRUST.
- **NEW SUPERINTENDENT PROFILE:** CONSISTENT MESSAGING AND VISIBILITY! NEW SUPERINTENDENT SHOWCASED/PROFIED THROUGH VIDEO AND SOCIAL MEDIA.
- **COMMUNICATION STREAMLINED:** DESIGN DISTRICT FLOW OF INFORMATION TO EFFECTIVELY SHARE NEWS, EVENTS ON CAMPUSES TO HELP PROMOTE & SHOWCASE STUDENTS/STAFF.





# EXTERNAL COMMUNICATIONS

**MISSION:** KEEP STUDENTS, STAFF, PARENTS AND COMMUNITY INFORMED OF SUCCESSES, IMPORTANT DISTRICT NEWS AND EVENTS TO BUILD ALEDO ISD'S TRANSPARENCY.

- **DISTRICT/CAMPUS WEBSITES:** MORE USER FRIENDLY RESOURCE/RESPONSIVE, EASY TO NAVIGATE
- **ENGAGE STAKEHOLDERS:** FOCUS ON TRANSPARENCY/CONFIDENCE/TRUST WITH COMMUNITY INTERACTIONS (TOWN HALLS, MEET THE BOARD NIGHT, DINNER WITH SUPERINTENDENT)
- **CONSISTENT SOCIAL MEDIA PRESENCE:** BUILD COMMUNITY FOLLOWING OF DISTRICT/CAMPUS NEWS
- **SCHOOL BOARD BULLETINS:** PROVIDE REGULAR UPDATES OF MEETING ACTIONS
- **BRANDING/MARKETING:** CREATE CONSISTENT DISTRICT DOCUMENT BRANDING/SIGNAGE





# COMMUNICATIONS GOALS

## SHORT-TERM GOALS (SPRING 2018)

- LAUNCH “**BEARCAT BLAST**” WEEKLY DISTRICT NEWSLETTER



- COMPLETE WEBSITE MIGRATION
- DEVELOP/MARKET MOBILE APP
- LAUNCH STAFF NEWSLETTER



# COMMUNICATIONS GOALS

## LONG-TERM GOALS (1-3 YEARS)

- CREATE COMMUNICATIONS/BROADCASTING/MARKETING INTERNSHIP
  - ALEDO ISD MAGAZINE
  - SCHOOL SAFETY COMMUNICATIONS CAMPAIGN
- BEARCAT NETWORK (YOUTUBE CHANNEL/LIVE EVENTS/SPORTS)
  - REALTOR® LUNCHEONS





**AISD COMMUNICATIONS**

**QUESTIONS?**