

# Communication:

## Supporting the Board in the Role of Governance



**EDEN PRAIRIE SCHOOLS**



# Agenda

1. Superintendent Communication (via ELs)
2. School Board Communication (via GPs)
  - a. Role of Community Linkage Committee
3. Communications Channels
4. Strategic Public Relations Process



Superintendent  
Communication



# Superintendent communication

EL 2.2: Treatment of Students

EL 2.3: Treatment of Parents

EL 2.4: Treatment of Staff

EL 2.5: Financial Planning and Budgeting

EL 2.7: Asset Protection

EL 2.9: Communication and Support to the School Board

- 2.9.11: Send letters or surveys under the School Board's name or on behalf of the School Board without School Board approval.



# School Board Communication



# Board communication

## GP 4.1: Governing Style

- Primary focus on achievement via Ends

## GP 4.2: School Board Job Products

- “Maintain purposeful and ongoing linkage with owners”

## GP 4.3: Annual Work Plan

- Work plan used to “schedule time to maintain purposeful and ongoing linkage with owners”



# Board communication

## GP 4.4: Officer Roles

- Chair has responsibility of:
  - “Responding on behalf of the School Board to all external email communications from owners”
  - “Representing the School Board to external organizations as required.”
  - “Representing the School Board’s stated position on topics in newspaper, media and other email communications when requested.”
    - Implied here is requested by the Superintendent or Board



# Board communication

## GP 4.7: School Board Committee Principles

- “School Board committees may not speak or act for the School Board except when formally given such authority for specific and time-limited purposes. Expectations and authority will be carefully stated in order not to conflict with authority delegated to the Superintendent.”

## GP 4.9: Governance Investment

- 4.9.1.3: Outreach mechanisms will be used as needed to assure the School Board’s ability to listen to owner viewpoints and values.





# Community Linkage Committee

## GP 4.8: School Board Committee Structure

- 4.8.1 Community Linkage Committee:
  - This committee will facilitate multiple methods of School Board **communication with owners** that provide input and inform the School Board of **ownership values** as they relate to School Board policies, as well as provide valuable information to **owners**.
  - Really an “Owner” Linkage Committee



# Communications Channels



# Communications channels: **Publications**

***Inspire magazine:*** Once annually, sent to 28,637 households, includes joint message from Superintendent and School Board

***Inspiring News mailer:*** Twice annually, sent to 27,337 households, includes message from the School Board (~500 words)

Other mailings:

- Kindergarten booklet
- Kindergarten events postcards
- CMS and EPHS preview night postcard
- EPHS course selection postcard

Flyers on programs, events, etc.



# Communications channels: **Digital**

Website

Email:

- Newsletters
  - Staff Post
  - Parent Post
  - Partner & Alumni Post
  - School updates
- Targeted individual messages (Principal hiring, critical incidents)
  - Measuring What Matters (about quarterly)
- Social media (organic and paid)
  - Facebook, Instagram, YouTube and LinkedIn
- PeachJar flyers



# Communications channels: **Face-to-face**

In-person/virtual meetings:

- School visits
- Community meetings (Rotary, Senior Center, Flight Plan, etc.)

Events:

- District events (kindergarten, Inspired Journey Summit, etc.)
- School events (Science Night, Carnival, etc.)
- Community events (Graduation, Everything Spring Expo, Harvest to Halloween at the Barn, Family Fun Day, etc.)
- Special events (Citywide Prom, Citywide Celebration)
- Recurring partnerships (State of the City, Job fairs)



# Communications channels: **Others**

Text messages (Finalsite, Infinite Campus, TalkingPoints)

Phone calls (Finalsite, Infinite Campus)

Signage

- Banners (100 Years, Inspired to Vote)
- Yard signs (Kindergarten enrollment, events)
- Monument signs (EPHS marquee)

TV monitors

- AirTame
- School TV slide rotations



# 4-Step Process for Public Relations

# RPIE process

## Research

Gather data to understand the situation, audience, and potential challenges and opportunities.

## Planning

Develop a goal, measurable objectives, strategies and tactics based on research findings and desired outcomes (not outputs).

## Implementation

Execute the planned strategies and tactics effectively and efficiently, adjusting as needed to new data.

## Evaluation

Measure the results, analyze data, and determine the effectiveness of the plan to use in future projects.





# RPIE process: Research

The systematic gathering of information to describe and understand a situation, check assumptions about publics and perceptions, and determine the public relations consequences. Research is the foundation for effective strategic public relations planning. Research helps define the problem/publics.

- WHO do we want to reach?
- WHAT do we want people in each public to DO?
- WHAT messages do we want to communicate to each public that will:
  - Increase knowledge?
  - Change opinions?
  - Encourage desired behavior?



# RPIE process: Planning

These five elements will give you a framework for any plan:

1. **Goals:** Longer-term, broad, global and future statements of “being.”
2. **Publics:** Groups of people tied together by some common element. Before starting to plan, clearly define groups with which an organization needs to foster mutually beneficial relationships.
3. **Objectives:** Define (1) WHAT opinion, attitude or behavior you want to achieve from specific publics, (2) HOW much change you want to achieve from each public, and (3) WHEN you want to achieve it.
4. **Strategies:** Provide roadmap and describe how to reach objectives.
5. **Tactics:** Specific elements of a strategy or tools and activities for accomplishing a strategy.



# RPIE process: Implementation

Actions being taken as part of the plan.

Messages sent through each communication channel.

Timetables, budget allocations, accountabilities (who's responsible for making sure each step is accomplished.)

Number of people reached in each key public.

Monitor results of actions and messages while keeping track of campaign milestones.



# RPIE process: Evaluation

Measure effectiveness of the program against objectives.

- Outcome objectives generally call for changes in awareness, opinions, behavior or support. Behavior change is usually considered the ultimate sign of public relations effectiveness.

Determine how members of each key public interpreted messages.  
(Meaning comes from individual interpretations.)

Identify ways to improve, and develop recommendations for the future.

Adjust the plan, materials, messages and activities before going forward.

Collect data and record information for use in research phase of next program.



# Communications channels: Digital

Metrics:

Social Media			
FB	Sept 2022-Aug 2023	Sept 2023-Aug 2024	Sept 2024 onward
Reach	488.7K	1M	854.3K
Follows	5304	5801	6464
Visits	18.3K	56K	48.2K
Content Interaction	7.4K	14.6K	14K
IG			
Reach	147.8K	241.2K	167.5
Follows		116	4258
Visits	7.7K	20.1K	15.6

	2022-23		2023-24		2024-25	
	Number of posts sent	Average Open Rate	Number of posts sent	Average Open Rate	Number of posts sent	Average Open Rate
Parent Post	34	68%	37	67%	23	69%
Staff Post	38	46%	42	35%	25	38%