

# **Standard Operating Procedures**

These are the routine actions the Communication Department performs on a regular basis to fulfill the goals and objectives outlined in this Marketing and Communication Plan.

- Bi-weekly media email briefings
- Media releases press release, official statements, etc.
- Attends all Board of Trustees meetings
- Attends Senior Staff, Administrative Council, and various other district and school meetings
- Correspondence
- Website content generation and updates
- Website backend management and administration
- Creation of multimedia content iMovies, iPhoto albums, Podcasts, etc.
- Social media content and monitoring
- Digital Content Library
- District Promotional Video targeted distribution
- o District-wide special events planning and execution
- Publicity and support for school special events
- o Layout and design of promotional material for district and schools
- Design and placement of ads on digital billboards
- District photographer
- Monitor district reputation in community, within organization, and in cyberspace

#### **Community Involvement Avenues**

•	Assisted Superintendent with presentation Packages when speaking to local civic groups	•	TPSD raised approximately \$12,000 for the Haiti Relief Fund in partnership with the City of Tupelo
٠	Attended monthly meetings and participated in events with: o Mayor's Healthy Task	•	Partnered with providing information to the History of Tupelo committee on significant

<ul> <li>Force</li> <li>United Way Back - 2 - School Resource Fair - July 30</li> <li>NEMS Public Relations Association - serve as board members</li> <li>Organized yearly AEE Luncheon</li> <li>Assisted with yearly TPSD Reading Fair</li> </ul>	<ul> <li>events in the TPSD from 1870 until the present</li> <li>Partnered with the Mayor's Education Task Force on "Fill the Bus" Campaign</li> <li>TPSD Budget Hearing</li> <li>Assisted with Achievement Nights at TPSD schools</li> <li>TPSD Calendar Committee - conducted focus groups with community, parents, and teachers</li> </ul>
<ul> <li>Participation on the Tupelo "All</li></ul>	<ul> <li>Planned press conference at THS</li></ul>
American City" Award Committee	to announce BCBS grant award
<ul> <li>Organized video premiere event at the Lyric for TPSD's marketing video</li> </ul>	<ul> <li>Assisted Cellular South, BancorpSouth, and Fox Sports for "Y'all vs. Us" TV broadcast at THS football stadium</li> </ul>
<ul> <li>Secured 30 second PSAs for TV</li></ul>	<ul> <li>Partnered with the City of Tupelo</li></ul>
and Jumbotron airing for TV	on a "Walk to School" event at
Broadcast	Joyner (October)
Judged Starkville, MS Public	Assisted United Way video
Relations Assn. of MS award	segment for "Prize Patrol"
entries	footage at Church Street
<ul> <li>Scheduled and organized press</li></ul>	<ul> <li>Organized events for K-5 Schools</li></ul>
conference at THS - City of	to assist the City of Tupelo with
Tupelo's Healthy Living PSA	the Tupelo Tornado of 1936
Contest Winners (March)	Anniversary
Represent TPSD on the CDF     Newcomers' Club	English Language Learners Resource Fair (October)
<ul> <li>Assist TPSD Departments with Survey Postings</li> </ul>	• TPSD Comcast Show ( no longer available as of March 2011)

## Awards and Recognitions

<ul> <li>Received the 2010 NE MS United Way Community Building Award (December)</li> </ul>	<ul> <li>Organized yearly Teacher of the Year, Parent of the Year, and Administrator of the Year awards programs (January - March)</li> </ul>
<ul> <li>Composed and submitted application for National School Board Assn. Magna Recognition for Best Practices - School - Aged Mothers Program (May)</li> </ul>	<ul> <li><u>School Board Recognitions</u></li> <li>578 TPSD Students</li> <li>118 TPSD Staff</li> </ul>
<ul> <li>Composed and submitted application for AASA 2011 Digital Excellence National Award for Digital Learning resulting in TPSD Winning 3<sup>rd</sup> Place (February)</li> </ul>	<ul> <li>Organized and partnered with the City of Tupelo to Publicize the BCBS event for healthy city Award at Carver (August)</li> </ul>
<ul> <li>Composed and submitted the Sylvia Charp Award for District Innovation in Technology</li> </ul>	

## School Tours

• Conducted <u>24</u> school tours from August 2010 until May 2011 for North MS Medical Center, CDF, area realtors, and individual families

## Special Events Organized in the district

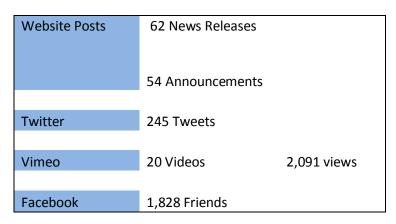
٠	AEE Annual Luncheon (April)	<ul> <li>Back-to-School Staff Meeting (August)</li> </ul>	
•	TPSD End-of-the-Year Celebration (May)	<ul> <li>ACT Scholars Program (May)</li> </ul>	
•	Milam PTO's "Are You Smarter Than Our Sixth Graders?" (October)	<ul> <li>Completed TPSD Promotional Video Project with PalmTree Productions (October)</li> </ul>	

- TPSD Spelling Bee and Lee County Spelling Bee (January)
- Planned Jack Cristal Day at THS (August)
- School Board Appreciation Week (February)
- Organized TPSD's Wave of Hope for Smithville School Relief Effort

#### Print News Coverage

Month	<b>News Mentions</b>	Positive Nature	Negative Nature
Jul-10	43	43	0
Aug-10	65	65	0
Sep-10	45	37	7
Oct-10	39	38	1
Nov-10	37	36	1
Dec-10	31	30	1
Jan-11	18	16	2
Feb-11	37	33	4
Mar-11	43	34	9
Apr-11	52	35	17
Total	410	367	42

#### Digital Media Update



#### AlertNow Phone Messages

• Composed and sent 134 District Wide AlertNow phone messages to 7,400 households and 1,200 staff