

District Communication Plan 2017-2018

INTERNAL COMMUNICATION PLAN

1. Postcard mailing to internal District families highlighting our new digital presence
 - Follow us on twitter/facebook
 - BP “Top 5”, learn more on our new and improved website
 - Highlight new/improved programs

2. Hype up our third grade staff to increase numbers for next year's class (109 which is the lowest class size in the District)
 - Identify students in 2nd grade living in town but attending school outside the district.
Identify staff to set-up meetings with these parents and students encouraging them to return to the District
Identify the students and reach out to each family, in hopes to set individual meetings with these parents/families and do a Q&A, a tour of the building and showcase all the different programs Oak Crest has to offer in hopes to recapture these students.

Timeline = making phone calls now

- 2 different Postcard mailings
 - Target current registered 2nd graders
 - Open house dates, teachers, programming, etc.
 - Target those 2nd graders that are living in the district but attending elsewhere.
 - Highlight open house dates, programming, teachers, etc/set up personalized meetings

Timeline = Start sending out in March, one a week, highlighting a different teacher each week.

3. Specifically target student who go elsewhere at the 6th and 8th grade level as well
 - Highlight different programming and other offerings that separate us from other districts to recapture them before choosing a different Jr/Sr High School to attend.
 - Reach out to these families and set up tours of the High School and facilities to show them our new programming and discuss the impact it could have on helping their students learn and grow.

Timeline = Start sending out in March, one a week, highlighting a different program students can become involved in to prepare them for their future.

EXTERNAL COMMUNICATION PLAN

Schools get kids in because they bring kids in

1. Mailing to surrounding districts
 - a. LeSueur/Henderson
 - b. Sibley East
 - i. Promote our Academics
 - ii. Athletics
 - iii. Activities
2. Offer open house or private tour opportunities
3. If we get X # of kids we offering busing

February

We are starting a five part series with the Belle Plaine Herald. We are going to be publishing an article each week highlighting the five things we are really proud of and what we are doing well. The article will be focusing on Early Learning Initiatives, Individualized Learning, Student Involvement, Academic Performance, Quality Instructional Practice.

[Article One](#)

[Article Two](#)

[Article Three](#)

[Article Four](#)

[Article Five](#)

March

April

May

June

July

August

September