

# Communication Plan

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**Marple Newtown School District**



**“Start Strong, Stay Strong, Finish Strong”**

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# Communication Plan Overview

## **Time Frame**

2018-2019 School Year.

## **Communication Plan**

A communication plan is a roadmap for getting your message across to your audience and the first step is to analyze the reason for your plan. This plan was designed to establish a comprehensive and integrated communication process for effective district communication.

## **Purpose**

The purpose of a communication plan is to first identify the purpose and your audience so you may then strategize on how best to connect and inform your audience. The Marple Newtown School District is committed to open and ongoing communication with our community.

## **Introduction**

This communication plan is to ensure that The Marple Newtown School District's message not only contain relevant, accurate and consistent information, but also provide the framework and direction of the communications. The plan will be a working document for the Marple Newtown School Board and Administration to refer to for the communications framework and for accountability purposes.

## **Objectives**

The main goals of the communication plan will be to disseminate information about the vision, brand, up to date happenings as well as other pertinent information about the district to be conveyed in an effective, timely and accurate manner.

## **Target Audience**

Students, Parents, District Taxpayers, Marple Newtown Education Association, Administrators, PTO Organizations, Alumni Groups, Athletic Teams, Extra-Curricular Organizations, School Board Members, Local Business Owners, Media, Senior Citizens, Legislators, Civic Leaders/Organizations and Prospective Residents of the District.

## **Key Message**

Communicate the excellent education through new academic programs, athletics and organizations for our Marple Newtown students.

**This plan was designed to create a comprehensive and integrated communication process for effective communication throughout The Marple Newtown School District.**

This plan is intended to:

- **Implement a communications strategy that helps the Marple Newtown School District achieve its communication goals.**
- **Provide a focus and direction for district administrators and principals that support the district's goals.**
- **Continue to build relationships with our residents, business owners and community stakeholders.**
- **Make sure our Marple Newtown brand is portrayed in an accurate way.**
- **Showcase our district students and their extra-curricular abilities.**
- **Take pride and ownership in our district.**
- **Keep the community informed of key district initiatives.**
- **Expand the branding efforts of our motto "This is Tiger Country".**
- **Try to encourage & create more participation and volunteerism of our residents.**

Communication Goals:

- **Develop and maintain positive, collaborative relationships with the community to strengthen the support for the district.**
- **Utilize the media to maximize awareness and exposure of the district, our programs and our students.**
- **Coordinate our communications regarding the safety of our students and district as well as a crisis management protocol (which we already do).**
- **Direct administrators to stay on top of postings to social media (twitter) and their respective web pages.**

**Communication Goal #1: Develop and maintain positive, collaborative relationships with the community to strengthen the support for the district.**

- Facilitate connections between taxpayers, community groups, legislators and district administrators.
- Engage community members through Joint PTO sessions as well as emails.
- Share more timely information that is presented and discussed at board meetings.

**Communication Goal #2: Utilize the media to maximize awareness and exposure of the district, our programs and our students.**

- Send content to local newspapers.
- Continue to manage and publish MNSD happenings in the InCommunity Magazine.

**Communication Goal #3: Coordinate our communications regarding the safety of our students and district as well as a crisis management protocol (which we already have).**

- Hold a district safety discussion so our community can get to know our new district's Director of School Safety, Barry Williams; and new district safety initiatives.

**Communication Goal #4: Direct administrators to consistently maintain postings to social media (twitter) and their respective school web pages.**

- Principals will be responsible for and hold accountable to posting one relevant tweet per week, updating their homepage photos weekly and send Director of Communications a new photo for the district's main homepage.
- District Administrators will be responsible for getting new information from their departments to The Director of Communications & Development so that the information can be conveyed to the outside public in an effective manner.
- High School Departments, i.e. Athletics, Music, Art, etc...will be responsible for tweeting their up to date information and happenings as well as updating their department pages and material with photos and other pertinent and relevant information.

The district can provide more accurate and unified information by managing and disseminating that information among multiple communication avenues. The focus of the communication channels will be primarily:

**Electronic:**

- **Website, Email (District Newsletters), Twitter.**

**Print:**

- **InCommunity Magazine (Quarterly), Press Releases, Newspapers & Brochures.**

## **Communication Methods**

*In Community Magazine:* Continue to provide content, showcase our kids, spotlight Marple Newtown initiatives and distribute quarterly.

*Eye of the Tiger and Paxon Hollow Newsletter:* Continue to distribute quarterly electronically about school news.

*Website:* Add a “District Communications Page” to be updated on a regular basis.

*Brochures:* Create a new brochure to showcase student achievements and maximize the district’s exposure at the beginning of every school year.

*Newspapers:* Continue to work with local news outlets.

*Email:* Coordinate a regular announcement to be sent out to all district employees and parents.

*Twitter:* Update Twitter throughout the district on a weekly basis. Different departments will be responsible for their own tweeting. Example: Athletics will tweet about athletics. Music Department will tweet about the music department.

*Apparel:* Keep unified district apparel using same colors, mascot, logos, motto and slogan.

*Schools:* Principals will be responsible for:

- Have photos taken at their school events.
- Update a new photo on their homepage once a week.
- Send a photo to Director of Communications & Development once a week to be posted.
- Strive to keep Twitter active.

## **Emergency Communication**

*Phone and Text:* Used strictly for emergency purposes.

*Website:* District Home page website for Emergency Notifications.

*Local News:* School closings and updates.

**Emergency Response Protocols:** Will be kept within the district administration, principals and local law enforcement.

## **Implement Two-Way Communication Approach**

Initiate a correspondence approach for parents and teachers with the district.

- Use Joint PTO Meetings as a way to open up the lines of communication between the district administration and parents.
- Expand ways in which the administration can help nurture and help PTO’s fundraise and bolster positive awareness.
- Initiate a survey and ask for feedback once a year on the district’s communication methods and content. (1<sup>st</sup> Survey June 2019)

# BUILDING LEVEL COMMUNICATIONS FLOW CHART

