



Shakopee Public Schools Communications Plan 2019 - 2022

| | 2019 - 20 | 2020 - 21 | 2021 - 22 |
|----------------------|---|--|--|
| PUBLIC ENGAGEMENT | <ul style="list-style-type: none"> <input type="checkbox"/> Ongoing: information printed and disseminated on current district direction/topics of interest/concern <input type="checkbox"/> Share information with “key communicators” list monthly <input type="checkbox"/> Conduct surveys with school community & develop a process to communicate prior to and following the survey <input type="checkbox"/> Arrange speaking engagements for the superintendent at strategically selected community or nearby community and civic organizations <input type="checkbox"/> Conduct town hall meetings on topics of interest/concern and allow for input and feedback <input type="checkbox"/> Create and use videos to reach the school community <input type="checkbox"/> Keep website updated with the help of webmasters and use data to determine ways to increase site traffic | <ul style="list-style-type: none"> <input type="checkbox"/> Ongoing: information printed and disseminated on current district direction/topics of interest/concern <input type="checkbox"/> Share information with “key communicators” list monthly <input type="checkbox"/> Arrange speaking engagements for the superintendent at strategically selected community or nearby community and civic organizations <input type="checkbox"/> Conduct town hall meetings on topics of interest/concern and allow for input and feedback <input type="checkbox"/> Create and use videos to reach the school community <input type="checkbox"/> Keep website updated with the help of webmasters and use data to determine ways to increase site traffic | <ul style="list-style-type: none"> <input type="checkbox"/> Ongoing: information printed and disseminated on current district direction/topics of interest/concern <input type="checkbox"/> Share information with “key communicators” list monthly <input type="checkbox"/> Arrange speaking engagements for the superintendent at strategically selected community or nearby community and civic organizations <input type="checkbox"/> Conduct town hall meetings on topics of interest/concern and allow for input and feedback <input type="checkbox"/> Create and use videos to reach the school community <input type="checkbox"/> Keep website updated with the help of webmasters and use data to determine ways to increase site traffic |
| STAFF ENGAGEMENT | <ul style="list-style-type: none"> <input type="checkbox"/> Deliver employee newsletter to provide news and information <input type="checkbox"/> Superintendent and Assistant Superintendent visit schools to discuss current happenings in the district while allowing time for questions and feedback | <ul style="list-style-type: none"> <input type="checkbox"/> Continue delivering an employee newsletter to provide news and information <input type="checkbox"/> Superintendent and Assistant Superintendent visit schools to discuss current happenings in the district while allowing time for questions and feedback | <ul style="list-style-type: none"> <input type="checkbox"/> Continue delivering an employee newsletter to provide news and information <input type="checkbox"/> Superintendent and Assistant Superintendent visit schools to discuss current happenings in the district while allowing time for questions and feedback |
| MEDIA RELATIONS | <ul style="list-style-type: none"> <input type="checkbox"/> Encourage staff to submit articles and photos to the Communications Department for media publication <input type="checkbox"/> Conduct media training with building principals <input type="checkbox"/> Create district Instagram account and involve administrators in the process to collect/post social media content | <ul style="list-style-type: none"> <input type="checkbox"/> Encourage staff to submit articles and photos to the Communications Department for media publication <input type="checkbox"/> Conduct media training with building principals <input type="checkbox"/> Determine new and innovative ways to involve administrators in the process to collect/post social media content | <ul style="list-style-type: none"> <input type="checkbox"/> Encourage staff to submit articles and photos to the Communications Department for media publication <input type="checkbox"/> Conduct media training with building principals <input type="checkbox"/> Determine new and innovative ways to involve administrators in the process to collect/post social media content |
| BRANDING & MARKETING | <ul style="list-style-type: none"> <input type="checkbox"/> Update all marketing materials on a yearly basis <input type="checkbox"/> Create new marketing materials based on additions to programming <input type="checkbox"/> Continue to serve as brand ambassador and encourage/support the use of the brand standard | <ul style="list-style-type: none"> <input type="checkbox"/> Update all marketing materials on a yearly basis <input type="checkbox"/> Create new marketing materials based on additions to programming <input type="checkbox"/> Continue to serve as brand ambassador and encourage/support the use of the brand standard | <ul style="list-style-type: none"> <input type="checkbox"/> Update all marketing materials on a yearly basis <input type="checkbox"/> Create new marketing materials based on additions to programming <input type="checkbox"/> Continue to serve as brand ambassador and encourage/support the use of the brand standard |