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Hamburg Community School District  
Communication & Marketing Plan

2016-2021

# Hamburg Community School District

## Communication & Marketing Plan

The Hamburg Community School District's Communication Plan is designed to promote the school in a positive manner and to be a means of providing information to our community, families, students and employees. Our desire is to be proactive in our approach to communication and to keep pace with the best methods of communicating. This plan is a starting point and will be evaluated annually and revised when needed.

Why a communication plan?

1. Working through a communication plan has forced us to analyze our in-house capabilities, needs and associated costs, and timelines of communication. We have prioritized and decided which activities will bring the most bang for our effort and money, and keep us from wasting valuable resources on activities that are not effective.
2. We wanted to create a strategic messaging system, a "one voice-one message concept" so information is delivered in a timely and accurate manner. Our communication plan is built on the foundation of our district's goals and core messages. Our communication plan will help us ensure consistency across all written, digital and verbal channels. We know our districts credibility is at stake.
3. We want to mitigate reputation risks and create a positive stakeholder image of our school. Our communication plan will help us have a coordinated, well-designed communication plan and avoid correcting communication errors caused by rushed, unplanned communication activities.
4. The communication plan will set the basis for measurement. Time and money is limited so we will continually measure/evaluate our plan to determine the best methods of communication. Implementing a measurement BEFORE beginning our communication plan will result in a more accurate view of our plan's success, or failure.
5. Our communication plan will help us empower our stakeholders, tell our schools stories, and position us to be the "place" to get information. This will help us promote our school in our community, throughout the state, and across the nation. Our school district is doing some amazing things and we want to make sure people know about such programs/events.

## **AUDIENCES:**

### **Internal Audiences**

- Certified Staff
- Principal/Superintendent
- Support Staff Employees
- Board of Education
- Professional Support Staff (AEA)

### **External Audiences**

- Students
- Parents
- Taxpayers of the District
- Senior citizens
- Business leaders
- Chamber of Commerce
- Media
- Parent-Teacher Organizations
- Civic leaders – Kiwanis, Hometown Pride
- Legislators
- Religious leaders
- Neighborhood Groups
- School Community Councils
- New residents of the District
- Neighboring School Districts
- Residents without children in District schools
- Prospective residents of the District
- ISU Extension Office
- Iowa Workforce

### **Desired Behaviors and Attitudes**

Through the implementation of this plan, the following desired behaviors and attitudes are the focus:

### **Internal Audiences**

- Take pride and ownership in the district.
- Keep informed of key issues.
- Work as a high-performing organization whose employee's respect and value customer feedback.
- Exhibit district values of caring, integrity and collaboration.

## **External Audiences**

- Feel involved and engaged in their public schools.
- Exhibit community pride and trust in schools and the district.
- Support the School District.
- Drive engagement in school activities.

## **Communication Channels**

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels the District utilizes:

### **Internal Channels**

#### **District:**

Emails  
Superintendent Update E-mail  
Weekly Board Update E-mail  
Google  
JMC  
Curriculum Manager  
District Website  
Direct Communication w/ Administrators (Face-to-Face)  
All Staff Meeting (Face-to-Face)  
New Staff Breakfast (Board, Admin, New Staff)  
Video (Training)

#### **Building:**

Google  
Teacher Websites (different platforms, linked from website)  
District Website  
Emails  
Weekly Updates  
Social Media  
Direct Communication (Face-to-Face)

## **External Channels**

### **District:**

Weekly Show on Radio  
Quarterly Forums  
Building Environment (Gym banners, throughout buildings, etc.)  
Website (Board Agendas)  
MS Student Newsletters

### **Building:**

Classroom Video (ability to broadcast)  
Announcements  
JMC Emails (Phone Notification)  
Social Media (FB, Twitter, WP, Storify)  
Websites

## ***Communication Plan Goals***

### **Communication Goals**

Goals are listed in no particular order of priority and should be recognized as integrated activities for achieving long-term success.

1. Create an effective crisis communications strategy that ensures the public and staff are informed.
2. Establish an effective media relations program that utilizes a variety of media to maximize awareness and support of the district on a state and national level.
3. Establish an effective community relations program to build collaborative relationships and strengthen support for and confidence in the District.
4. Create a marketing strategy for the Hamburg School District that creates pride and builds understanding.
5. Establish an effective employee communications program that improves knowledge about, and support for, the district.
6. Support members of the Board of Directors in their efforts to engage the community around district issues and initiatives.

## Implementation Plan

**Goal #1: Create an effective crisis communications strategy that ensures the public and staff are informed.**

**TASK:**        *Identify and prepare communication tools to be used during a crisis.*

- Action 1:**     Create a comprehensive emergency plan by working with city/county emergency plans.
- Action 2:**     Ensure that staff is trained on the district's emergency messaging system.
- Action 3:**     Develop a media call list for school emergency alerts.
- Action 4:**     Work with schools to prepare for crisis communications.

**TASK:**        *Identify key roles and responsibility to be instituted during a crisis.*

- Action 1:**     Coordinate with law enforcement on the release of information to ensure its accuracy.
- Action 2:**     Determine decision points and timeline for release of alerts and notifications.
- Action 3:**     Develop and use key messages.

**Goal #2: Establish an effective media relations program that utilizes a variety of media to maximize awareness and support of the district on a state and national level.**

**TASK:**        *Determine best outlets/social media platforms to maximize positive exposure and sharing.*

- Action 1:**     Establish a weekly radio show.
- Action 2:**     Create a district/school Facebook, Twitter, Google+, and LinkedIn.
- Action 3:**     Follow and interact with news media outlets on social media.

**TASK:**      *Increase the number of positive stories provided to the media.*

**Action 1:**      Collaborate with local newspaper to create a weekly district news page.

**Action 2:**      Create a quarterly plan to the Letters to the Editor & Guest Editorials/Opinion pieces.

**Action 3:**      Assist media by providing access to schools/classrooms and district education experts who can provide interviews and background information about important education-related topics.

**TASK:**      *Create Media link on District website.*

**Action 1:**      Develop a link on our website for media to access on topics/issues in the district.

**Goal #3: Establish an effective community relations program to build collaborative relationships and strengthen support for and confidence in the District.**

**TASK:**      *Increase opportunities for community members to become involved in meaningful public engagement with schools, the district, and school board.*

**Action 1:**      Conduct Quarterly Community Forums

**Action 2:**      Community Educational Presentations

**Action 3:**      Develop strategic partnerships that include city/county/business

**Action 4:**      Broadcast School Board Meetings, Extra Curricular – Sports/Music

**Action 5:**      Publications (expand reach of audience)

**TASK:**      *Expand opportunities for students to have input in decisions that affect them.*

**Action 1:**      Utilize social media to share and receive feedback.

**Action 2:**      Video Hangouts

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**TASK:** *Present and be active in Community Service Organizations.*

**Action 1:** Organize groups to present at Community Service Organizations.

**TASK:** *Expand communication to community residents who currently do not have children in the district.*

**Action 1:** Produce public awareness videos and coordinate use for specific targets, including schools, media and Internet use.

**Action 2:** Explore use of cable television program to "tell the story."

**TASK:** *Apply consistent standards of quality, content, and design for district and building websites.*

**Action 1:** Train building representatives about content management systems, blogging tools, et. Al.

**TASK:** *Broaden awareness of district information that will build community involvement by non-English speaking families.*

**Action 1:** Incorporate translate button on website.

**Action 2:** Translate brochures, fliers, and agendas.

**TASK:** *Determine public attitudes toward the district and increase awareness and support, through the use of formal and informal research.*

**Action 1:** Surveys (Staff, Parent/Student, Community)

**Action 2:** Focus Groups (School Improvement Committee Meetings)



**Goal #4: Create a marketing strategy for the Hamburg School District that creates pride and builds understanding.**

**TASK:** *Create a cable television station and/or video streaming on line.*

**Action 1:** Develop commercials and use video to communicate and share district events & news.

**Action 2:** Create student media club or class to develop weekly videos that communicates about district, building, and community events & news.

**Action 3:** Use YouTube or EduVision to archive and organize videos.

**TASK:** *Develop branded and coordinated marketing materials.*

**Action 1:** District Brochure

**Action 2:** Building Fact Sheets

**Action 3:** Create a "Welcome to the Community" folder to share with new families, chamber, businesses, and realtors.

**TASK:** *Develop tools and resources to help principals become more effective in their roles as communicators for the district.*

**Action 1:** Create a network of building blogs to post information about school and district news.

**Action 2:** Collaborate with Parent-Teacher Organizations to share news and information.

**Goal #5: Establish an effective employee communications program that improves knowledge about, and support for, the district.**

**TASK:** *Develop a Staff Intranet to house communications, videos (tutorials), tools, links, and documents.*

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- Action 1:** Deliver a weekly employee newsletter to provide timely district and education news, board of education agendas and action items, events, photographs/videos and feature stories.
- Action 2:** Increase employees' awareness of their role as ambassadors and advocates for the district.
- Action 3:** Explore ways to utilize social media to enhance employee communications.
- Action 4:** Produce videos with stories and topics that impact employees, which are then incorporated into district publications and social media.
- Action 5:** Provide Staff Orientation and opportunities for Professional Development.

**Goal #6: Support members of the Board of Directors in their efforts to engage the community around district issues and initiatives.**

**TASK:** *Create key messages and talking points for the Board of Directors about the district to establish "one clear voice" throughout all communication channels.*

- Action 1:** Support board members with informational videos and PowerPoint presentations to be used during public meetings.
- Action 2:** Train Board Members in Media relations and procedures.

### **Evaluation and Measurement**

The attached action plans define how the communication plan will be evaluated and measured for effectiveness.

Hamburg Community School District  
Strategic Planning

COMMUNICATION/MARKETING ACTION PLAN

|                           |   |   |  |
|---------------------------|---|---|--|
| <b>Building/District:</b> | District  | <b>Date:</b>                                    | April 2016   |
| <b>Goal Addressed:</b>    | GOAL #1: CREATE AN EFFECTIVE CRISIS COMMUNICATIONS STRATEGY THAT ENSURES THE PUBLIC AND STAFF ARE INFORMED. | <b>Data Point(s) to be changed:</b>             | Create a comprehensive crisis plan for the district. |
| <b>Student Need:</b>      | Safe learning environment   | <b>Who are the participants in this action?</b> | All Stakeholders                                     |
| <b>Strategy:</b>          | Communication Plan  |   |  |

| What is to be done?   | Task Responsibility        | TIMELINE Begin | TIMELINE End | On/Off | Measure of Success Evidence of Implementation | Facilitator                | Resource Needed      |
|---|----------------------------|----------------|--------------|--------|---|----------------------------|----------------------|
| Identify and prepare communications tools to be used during a crisis.                                       | Mike Wells, Superintendent | October 2016   | May 2017     |        | Completed Crisis Plan                         | Mike Wells, Superintendent | Time/No funds needed |
| Create a comprehensive emergency plan by working with the city, county, and emergency management personnel. | Mike Wells, Superintendent | Fall 2016      | May 2017     |        | Completed Crisis Plan                         | Mike Wells, Superintendent | Time/No funds needed |

Communication/Marketing Action Plans

| What is to be done?  | Task Responsibility  | TIMELINE Begin | TIMELINE End      | % Off | Measure of Success Evidence of Implementation                            | Facilitator                | Resource Needed      |
|--|--|----------------|-------------------|-------|--|----------------------------|----------------------|
| Create a district emergency messaging system.                              | JMC  | Fall 2016      | December 31, 2016 |       | Emergency Messaging System is operational and tested by March, 2017.     | Mike Wells, Superintendent | Time/No funds needed |
| Ensure that staff is trained on the district's emergency messaging system. | Mike Wells, Principal  | April, 2017    | May, 2017         |       | District will conduct an emergency drill and conduct emergency messages. | Mike Wells, Principal      | Time/No funds needed |
| Develop a media call list for school emergency alerts.                     | Roxanne Sebek, Admin. Assistant  | November 2016  | November 2016     |       | Media Call List  | Mike Wells, Superintendent | Time/No funds needed |
| Develop school crisis communication procedures.                            | All Staff  | December 2016  | February 2017     |       | Crisis Plan  | Mike Wells, Superintendent | Time/No funds needed |
| Identify key roles and responsibilities to be instituted during a crisis.  | Local Law Enforcement, Fremont County Emergency Management, Police, Sheriff's Department, Principal/Superintendent | August 2016    | May 2017          |       | Crisis Plan  | Mike Wells, Superintendent | Time/No funds needed |

Communication/Marketing Action Plans

| What is to be done?   | Task Responsibility            | TIMELINE Begin | TIMELINE End | ✓ off | Measure of Success Evidence of Implementation | Facilitator                | Resource Needed      |
|---|--------------------------------|----------------|--------------|-------|---|----------------------------|----------------------|
| Coordinate with law enforcement on the release of information to ensure its accuracy. | Mike Wells, Superintendent     | August, 2016   | June, 2017   |       | Crisis Plan                                   | Mike Wells, Superintendent | Time/No funds needed |
| Determine decision points and timelines for release of alerts and notifications.      | Mike Wells, Superintendent     | August, 2016   | June, 2017   |       | Crisis Plan                                   | Mike Wells, Superintendent | Time/No funds needed |
| Develop and use key messages  | Staff                          | August, 2016   | June, 2017   |       | Crisis Plan                                   | Mike Wells, Superintendent | Time/No funds needed |
| Create a marketing Plan   | Principal/Superintendent Staff | August 2016    | June 2017    |       | Marketing Plan                                | Mike Wells, Superintendent | \$2,500 General Fund |

Hamburg Community School District  
Strategic Planning

**COMMUNICATION/MARKETING ACTION PLAN**

|                           |   |   |  |
|---------------------------|---|---|--|
| <b>Building/District:</b> | District  | <b>Date:</b>                                    | April 2016   |
| <b>Goal Addressed:</b>    | GOAL #2: ESTABLISH AN EFFECTIVE MEDIA RELATIONS PROGRAM THAT UTILIZES A VARIETY OF MEDIA TO MAXIMIZE AWARENESS AND SUPPORT OF THE DISTRICT ON A STATE AND NATIONAL LEVEL. | <b>Data Point(s) to be changed:</b>             | Improve stakeholder confidence in our school, promote school pride, and positive media coverage. |
| <b>Student Need:</b>      | Creating a positive image of our school and create student pride in our school.   | <b>Who are the participants in this action?</b> | ALL STAFF & STUDENTS   |
| <b>Strategy:</b>          | Communication Plan  |   |  |

| What is to be done?  | Task Responsibility        | TIMELINE Begin | TIMELINE End   | ✓ off | Measure of Success Evidence of Implementation | Facilitator                | Resource Needed      |
|--|----------------------------|----------------|----------------|-------|---|----------------------------|----------------------|
| Determine best outlets/social media platforms to maximize positive exposure and sharing. | Staff                      | September 2016 | December, 2016 |       | Establish/create media platforms              | Mike Wells, Superintendent | Time/No funds needed |
| Establish a weekly radio show.   | Mike Wells, Superintendent | November 2016  | Ongoing        |       | Podcasts of Radio Show on school website      | Mike Wells, Superintendent | Time/No funds needed |

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Communication/Marketing Action Plans

| What is to be done?   | Task Responsibility                                | TIMELINE Begin | TIMELINE End | Staff | Measure of Success Evidence of Implementation   | Facilitator                | Resource Needed      |
|---|--|----------------|--------------|-------|---|----------------------------|----------------------|
| Follow and interact with news media outlets on social media.  | Brandi Oakes                                       | October, 2016  | Ongoing      |       | Track administrators having accounts in social media.   | Mike Wells, Superintendent | Time/No funds needed |
| Increase the number of positive stories provided to the media.  | Principal All Staff                                | October 206    | Ongoing      |       | Each year track the number of positive stories about our students/school system.  | Brandi Oakes<br>Mike Wells | Time/No funds needed |
| Create a quarterly plan to the "Letters of the Editor & Guest Editorials/Opinion pieces".   | Mike Wells, Principal<br>Teachers<br>Board Members | As needed      | As needed    |       | Assign staff members to participate in this process   | Mike Wells, Superintendent | Time/No funds needed |
| Assist media by providing access to schools/classrooms and district education experts who can provide interviews and background information about important education-related topics. | All Staff  | October 2016   | Ongoing      |       | Media Cards which has contact information of staff members in each area i.e. athletics, math, STEM, ect. Also reference to the location on our social media | Mike Wells, Superintendent | Time/No funds needed |

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Communication/Marketing Action Plans

| What is to be done?  | Task Responsibility          | TIMELINE Begin | TIMELINE End | Staff | Measure of Success Evidence of Implementation | Facilitator                  | Resource Needed      |
|--|------------------------------|----------------|--------------|-------|---|------------------------------|----------------------|
| Create a media link on our website for media to access on topics/issues in the district. | Brandi Oakes, Human Resource | August, 2016   | Ongoing      |       | Creation of the media link                    | Brandi Oakes, Human Resource | Time/No funds needed |



Hamburg Community School District  
Strategic Planning

COMMUNICATION/MARKETING ACTION PLAN

|                           |   |   |  |
|---------------------------|---|---|--|
| <b>Building/District:</b> | District  | <b>Date:</b>                                    | April 2016   |
| <b>Goal Addressed:</b>    | GOAL #3: ESTABLISH AN EFFECTIVE COMMUNITY RELATIONS PROGRAM TO BUILD COLLABORATIVE RELATIONSHIPS AND STRENGTHEN SUPPORT FOR AND CONFIDENCE IN THE DISTRICT. | <b>Data Point(s) to be changed:</b>             | Improve stakeholder confidence in our school, promote school pride, and positive media coverage. |
| <b>Student Need:</b>      | Creating a positive relationships within our community and gain support for educational student programs.   | <b>Who are the participants in this action?</b> | All Staff and Students   |
| <b>Strategy:</b>          | Communication Plan  |   |  |

| What is to be done?  | Task Responsibility   | TIMELINE Begin | TIMELINE End   | Off | Measure of Success Evidence of Implementation  | Facilitator                | Resource Needed      |
|--|-----------------------|----------------|----------------|-----|--|----------------------------|----------------------|
| Increase opportunities for community members to become involved in meaningful public engagement with schools, the district and school board. | Mike Wells, Principal | August 2016    | December, 2021 |     | Agenda's from meetings and public engagement opportunities<br>(Minimum of 9 per year in each building) | Mike Wells, Superintendent | Time/No funds needed |

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Communication/Marketing Action Plans

| What is to be done?  | Task Responsibility  | TIMELINE Begin  | TIMELINE End         | Off | Measure of Success Evidence of Implementation  | Facilitator   | Resource Needed         |
|--|--|-----------------|----------------------|-----|--|---|-------------------------|
| Conduct Quarterly Community Forums.  | Mike Wells, Superintendent   | September, 2016 | May 2021 (Quarterly) |     | Agendas, public feedback forms.  | Mike Wells, Superintendent                            | Time/No funds needed    |
| Community Educational Presentations  | All Staff  | September, 2016 | May, 2021            |     | 4 Public presentation each year  | Mike Wells, Superintendent                            | Time/No funds needed    |
| Develop strategic partnerships that include city/county/business/college   | Superintendent   | September, 2016 | May, 2021            |     | At least one new partnership will be created each year.  | Mike Wells, Superintendent                            | Time/No funds needed    |
| Broadcast School Board meetings, Extra Curricular Events i.e. Sports/Music | Technology Director<br>Building Principals<br>Director of Instruction<br>Activity Director | October 2016    | May 2021             |     | Livestream and recorded activities. Minimum of 10 middle school; 2 elementary activities per year. Board meetings will be broadcasted via website. | Staff   | \$1,000<br>General Fund |
| Publications   | All Staff  | September, 2016 | May, 2021            |     | All school documents/communication placed on website and social media.   | Mike Wells, Principal<br>Brandi Oakes, Human Resource | Time/No funds needed    |

Communication/Marketing Action Plans

| What is to be done?   | Task Responsibility                                   | TIMELINE Begin | TIMELINE End        | Off | Measure of Success Evidence of Implementation   | Facilitator                           | Resource Needed                |
|---|---|----------------|---------------------|-----|---|---------------------------------------|--------------------------------|
| Expand opportunities for students to have input in decisions that affect them.                  | Mike Wells, Principal                                 | September 2016 | Ongoing (each year) |     | Student Leadership Group will meet with Dr. Wells to discuss school issues.                                   | Mike Wells, Principal                 | Time/No funds needed           |
| Utilize social media to share and receive feedback.   | All Staff   | October 2016   | Ongoing             |     | Student Board member<br>The district will have social media created that allows for public/internal feedback. | Mike Wells, Principal/Sup             | Time/No funds needed           |
| Create video hangouts   | All Staff   | October 2016   | Ongoing             |     | Video Hangouts will be created-pilot at the middle school.  | Mike Wells, Principal<br>AEA Trainers | Time/No funds needed           |
| Present and be active in Community Service Organizations.                                       | Superintendent  | September 2016 | December 2021       |     | Membership in: Kiwanis, and American Legion   | Mike Wells, Superintendent            | Personal funds-\$200 per month |
| Expand communication to community residents who currently do not have children in the district. | Brandi Oakes, Human Resource<br>Mike Wells, Principal | September 2016 | May 2021            |     | As needed i.e. referendum   | Mike Wells, Superintendent            | \$500<br>General Funds         |

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Communication/Marketing Action Plans

| What is to be done?   | Task Responsibility                                    | TIMELINE Begin | TIMELINE End  | Off | Measure of Success Evidence of Implementation  | Facilitator                       | Resource Needed                         |
|---|--|----------------|---------------|-----|--|-----------------------------------|---|
| Produce public awareness videos and coordinate use of specific targets, including schools, media and Internet use.                  | All Staff  | September 2016 | May 2021      |     | Actual Videos-1 per semester each year.  | Mike Wells, Principal             | Time/No funds needed                    |
| Explore use of cable television program to "tell the story" of Hamburg Schools.   | Mike Wells, Principal                                  | January 2017   | December 2019 |     | Explore cable television program or an online program that allows for school messaging. Club/class | Mike Wells, Principal             | \$2500 each year<br>Grants              |
| Train building representatives about content management systems, blogging tools, et. AL.  | Lindsey Tomlinson<br>Jennifer Wright<br>Jackie Barrett | September 2016 | May 2021      |     | AEA will train teachers on the team on these items.  | Laura Wood, Green Hills AEA       | Time/No funds needed                    |
| Broaden awareness of district information that will build community involvement by non-English speaking families.                   | Mike Wells, Principal                                  | Spring 2017    | Ongoing       |     | All school communication and welcoming information in multiple languages.                          | Mike Wells, Superintendent        | \$500 each year<br>ELL Funds<br>No Cost |
| Incorporate translate button on website.  | Brandi Oakes, Human Resource                           | December 2016  | Ongoing       |     | Translation Button Created   | Brandi Oakes, Technology Director | ELL Funds<br>No Cost                    |
| Translate brochures, fliers, and agendas.   | Spencer Baldwin, Spanish Teacher                       | October 2016   | Ongoing       |     | All documents translated   | Mike Wells, Principal             | \$100 each year.                        |
| Determine public attitudes toward the district and increase awareness and support, through the use of formal and informal research. | Mike Wells, Principal                                  | May 2016       | Ongoing       |     | Annual Surveys   | Mike Wells, Superintendent        | Time/No funds needed                    |
| Survey staff, parents, and community on school issues to gather input.  | Brandi Oakes, Human Resource                           | May 2016       | Ongoing       |     | Annual Surveys   | Mike Wells, Principal             | Time/No funds needed                    |

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Communication/Marketing Action Plans

| What is to be done?   | Task Responsibility | TIMELINE Begin | TIMELINE End | / off | Measure of Success Evidence of Implementation   | Facilitator                | Resource Needed   |
|---|---------------------|----------------|--------------|-------|---|----------------------------|---|
| Create focus groups (School Improvement Advisory Committee) | Superintendent      | September 2016 | May 2021     |       | Each year there will be 4 quarterly meetings of the SIAC. Agenda's and SIAC recommendations will be evidence of implementation. | Mike Wells, Superintendent | Time/No funds needed<br>Snacks/drinks for meetings \$200 per year |

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