



# Warwick School District Communications Plan

August 2010

## I. OBJECTIVES

- A. Inform the various internal and external District stakeholders about District and school-level activities.
- B. Educate the same audiences about the mission, goals, needs, and accomplishments of the District.
- C. Create a two-way communications system to insure the smooth flow of information.
- D. Positively shape public opinion and attitudes toward the Warwick School District community.

## II. STRATEGY

We will reach our objectives through a multi-faceted communications program aligned with the Strategic Plan, summarized in the Warwick School District Mission Statement:

*“In collaboration with the community, the mission of the Warwick School District is to enable all students to acquire the knowledge, skills and values necessary to become responsible, productive and resourceful citizens.”*

## III. STAKEHOLDERS

Although there are numerous stakeholders within the District, our primary communication recipients are:

- A. External: Public residents, parents and business owners/community leaders
- B. Internal: Staff, students, and board members

## IV. STRATEGIC COMMUNICATIONS

- A. Communications will be timely, accurate and professional.
- B. District employees and School Board members will take a proactive approach to communications by providing as much information as allowed by law in an honest and forthcoming manner.
- C. District employees and School Board members will strive to problem-solve through the use of open communications.
- D. The President of the School Board serves as the primary spokesperson for the School Board.
- E. The Superintendent and/or Communications Coordinator serve as exclusive spokespersons for the District.

## **VI. APPROACH**

**Objective A:** Inform the various internal and external District stakeholder groups about District and school-level activities and special events.

### **Tactics:**

1. *Warwick Word*. Informative district-wide newsletter produced three times a year (November, March, and June) and mailed to all taxpayers. An additional fourth edition - trial "online version" to be created with a new "Annual Report" format for January, 2011.
2. *Warwick Website*. Utilize the website as our most consequential medium.
3. *Warwick School Calendar*. In addition to the traditional print version, an electronic (downloadable pdf.) is available on the website.
4. *Individual School Newsletters*. Important to inform parents of timely school events. Each school follows overall Communications Plan and building plan.
5. *News Releases to Area Print Media*. Electronic versions sent to all print media.
6. *News Releases to Area Electronic Media*. Good for timely news and exclusive feature placements.
7. *Flyers or PR Materials for Special Events*. Materials created as necessary.

**Objective B:** Educate the same audiences about the mission, goals, needs and accomplishments of the District.

### **Tactics:**

1. Post the Mission Statement in all school buildings, offices, and public meeting rooms.
2. Website pages include Mission Statement.
3. All District and School print and electronic publications carry Mission Statement.
4. Adopt the positioning line, "*Knowledge, Skills, Values*" for use with Warwick academic logo.
5. Utilization of all of the Tactics in Objective A.

**Objective C:** Create a two-way communications system to insure the smooth flow of information, both internally and externally.

**Tactics:**

1. Encourage public response/comments through website and email.
2. Social Networking. Create and Implement District Facebook page.
3. Email Newsletter. Work toward online publication and distribution.
4. Continue to use Staff Portal for internal communications.
5. Committee meeting guidelines and board meeting opportunities revised for public comment.

**Objective D:** Positively shape public opinion and attitude toward the Warwick School District community.

**Tactics:**

1. Create an online “Annual Report to the Community,” highlighting the progress of the District in accomplishing the mission.
2. Continue to publish reports in accordance with the Pennsylvania Department of Education’s State Report Card.
3. Apply frequently and consistently, all of the tactics offered in Objectives A, B and C.
4. Special Projects. The District will continue to seek opportunities to dramatically buttress the “knowledge, skills, values” position.

**VI. TARGETED COMMUNICATIONS PLANS**

1. Each school building and department will receive a basic communications plan that aligns with the District’s Strategic Plan, and the District’s Communications Plan.
2. In addition, specific communications needs will be reviewed and addressed.