



# Warwick School District Communications Plan

January 2017

## I. OBJECTIVES

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

## II. STRATEGY

We will reach our objectives through a multi-faceted communications program aligned with the Comprehensive 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/guardians and business owners/community leaders, extended family and Alumni Association
- 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 Warwick 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.

## **V. APPROACH**

**Objective A:** Positively shape public opinion and attitudes toward the Warwick School District community.

**Tactics:**

1. Create an online “Profile,” highlighting the progress of the District in accomplishing the Mission Statement.
2. Continue to publish reports as directed by the Pennsylvania Department of Education.
3. Apply frequently and consistently, all of the tactics offered in Objectives B, C and D.
4. Engage all stakeholders using Objective D.

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

**Tactics:**

1. Post the Mission Statement in all school buildings, offices, on website, and in public meeting rooms. Include in all publications.
2. Ensure Comprehensive Plan is available to all stakeholders.
3. Continue to utilize the positioning line, “*Knowledge, Skills, Values*” with Warwick academic logo.
4. Utilization of all of the Tactics in Objective D.
5. Hold monthly Board meetings and Board Committee meetings for public discussion of District and business activities.

**Objective C:** Support a communications system to ensure the smooth flow of information.

**Tactics:**

1. Encourage stakeholder engagement response/comments that follow District guidelines and protocols (i.e. building concerns should be directed to building principals, etc.).
2. Social Networking. Utilize District Facebook/Twitter and Fast News for outflow of emergency communication/information.
3. Use Staff Portal for internal communications.
4. Provide opportunities for public engagement at Board and Committee meetings.

**Objective D:** Inform the various internal and external District stakeholders about District and school-level activities, emergencies and other relevant educational information.

**Tactics:**

1. *Warwick Website.* Utilize the website as our most consequential medium for sharing news, events, and emergency information.
2. *Warwick Social Media (i.e. Facebook/Twitter).* Use to communicate emergency information and/or timely information regarding student news and successes.
3. *Fast News.* Utilize push subscription email as most timely communication of important district-wide and/or emergency information.
4. *Board and Committee meetings.* Engage public through reports and information as well as accepting questions, comments, and feedback.
5. *Warwick School Calendar.* An up-to-date calendar is available on our website. Printed copies can be obtained by request.
6. *Individual School and Teacher Newsletter/Updates.* Inform parents of important/timely school events. Each school follows overall Communications Plan and individual building plan.
7. *News Releases to Area Media.* Relevant information is shared with local news outlets.

8. *Flyers or PR Materials for Special Events.* Materials to be created as necessary.
9. *Warwick Word.* External, district-wide newsletter published (Aug., Nov., Mar., and June) and distributed online only.

## **VI. TARGETED COMMUNICATIONS PLANS**

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