

School Communications Plan Worksheet

Kern County
Superintendent
of Schools
Office of Mary C. Barlow
...advocates for children

The following pages contain a **School Communications Plan Worksheet**, which is intended to help guide school districts through the process of drafting a communications plan.

School communications programs have a much greater chance of success with proactive, strategic planning that includes measurable objectives set forth by research and then evaluated. Therefore, it is advised that the R.P.I.E flow chart — **R**esearch, **P**lanning, **I**mplementation, **E**valuation — be used as a backbone of the planning process.

Research — Gather info to understand the situation or problem. Conduct a situational analysis (i.e., what’s happening now?). Determine who your audience is (i.e., who is involved or affected?).

Planning — What will you do with your research findings? Define your messages and answer how, when, why, and whom? Develop objectives, strategies and tactics.

Implementation — Execution of the your plan.

Evaluation — Did the plan work? Tweak as needed.

Research	Planning	Implementation	Evaluation
<p>Direct involvement with stakeholders to determine need for information and knowledge (e.g., parent survey, focus group, etc.).</p> <p>What do they want to know about?</p> <p>How do they get their information (e.g. email, website, paper, social media, mobile?)</p> <p>What are audience perceptions, desires, interests and opinions?</p>	<p>Identify key messages and objectives.</p> <p>Who will these messages be directed to and why? (i.e., what outcomes are expected?)</p> <p>How will these messages be distributed?</p> <p>What is the timeframe?</p> <p>Who will prepare and disseminate messages?</p> <p>What costs are involved?</p> <p>How will effectiveness be assessed?</p>	<p>Creative</p> <p>Message development</p> <p>Materials</p> <p>Delivery</p>	<p>Did you accomplish your objectives?</p> <p>What worked, what did not work?</p> <p>What should we change in the future?</p>

A. Establishment of communications beliefs:

These are concepts, ideas and/or priorities that will shape your communications plan goal or mission.

Example: *The district will actively pursue two-way communication by listening to its many stakeholders*

B. Establishment of an overarching communications plan goal or mission:

Take the concepts defined above and draft a brief mission statement for your communications plan.

C. Identify key stakeholders:

Making a list of your internal and external stakeholders will help you determine your various audiences and ensure that everyone is accounted for in your communications plan.

D. Identify challenges and possible solutions, long and short term:

Challenges:

Potential Solutions:

E. Identify communications plan objectives and tactics:

Your plan objectives are what you want to accomplish and the tactics are how you intend to meet your objectives.

Example: **Sample Objective: Increase opportunities to share positive news regarding district staff, students and issues with the community and provide parents with regular information on important district-wide topics**

Tactic 1 — Produce an annual report to the community. Distribute to local service organizations, business partners, waiting rooms, etc.

Tactic 2 — Initiate a district Facebook page.

Objective #1

Tactic 1.1

Tactic 1.2

Tactic 1.3

Tactic 1.4

Tactic 1.5

Objective #2

Tactic 2.1

Tactic 2.2

Tactic 2.3

Tactic 2.4

Tactic 2.5

Objective #3

Tactic 3.1

Tactic 3.2

Tactic 3.3

Tactic 3.4

Tactic 3.5

Objective #4

Tactic 4.1

Tactic 4.2

Tactic 4.3

Tactic 4.4

Tactic 4.5

Objective #5

''''''''Tactic 5.1

Tactic 5.2

Tactic 5.3

Tactic 5.4

Tactic 5.5