

# **2018-19 Strategic Communications Plan**



# Introduction

The Hillsboro School District Communications department is committed to encouraging and enhancing open, honest and respectful communication with all stakeholder groups. We strive to provide accurate, relevant and timely information through a variety of channels to build trust, strengthen relationships, and positively impact student achievement.

This plan is intended to provide both a framework within which Communications staff coordinate and prioritize their activities, and also a reference for stakeholders as to the department's areas of focus.

## Team

The Communications department comprises seven paid staff members and two volunteers:

**Beth Graser**, Chief Communications Officer

[graserbe@hsd.k12.or.us](mailto:graserbe@hsd.k12.or.us)

503-844-1772

**Key responsibilities:** District spokesperson, media inquiries, public records requests, press releases, articles, parent/community/staff message creation and dissemination, key initiative distillation, legislative affairs/advocacy, Public Information Officer (PIO) duties, incident response, Strategic Plan administration, school-based grants, Superintendent appearances.

**Omar Rivera**, Multimedia Specialist

[riverao@hsd.k12.or.us](mailto:riverao@hsd.k12.or.us)

503-844-1500

**Key responsibilities:** Graphic design, brand management, marketing, collateral material creation (brochures, flyers, posters, etc.), videos, event coverage, articles, key message dissemination.

**Justin Arey**, Web Specialist/Designer

[areyj@hsd.k12.or.us](mailto:areyj@hsd.k12.or.us)

503-844-1756

**Key responsibilities:** District website design/content, school website design and support, social media posting, survey creation/usability studies, videos, event coverage at schools.

**Marleen Zytniowski and Katie Russell-Willis**, Communications Specialists (each half-time)

[zytniowm@hsd.k12.or.us](mailto:zytniowm@hsd.k12.or.us), [russellk@hsd.k12.or.us](mailto:russellk@hsd.k12.or.us), [transfers@hsd.k12.or.us](mailto:transfers@hsd.k12.or.us)

503-844-1771

**Key responsibilities:** Student transfer processing, department support, event posting, back-to-school mailers, United Way campaign, student performance scheduling, flyer requests, student art displays, event coverage.

**Martha Méndez-Bolaños**, Communications Interpreter/Translator

[mendezbm@hsd.k12.or.us](mailto:mendezbm@hsd.k12.or.us)

503-844-1500 x6117

**Key responsibilities:** Document translation, interpretation at events and as-needed, emergency communications, student transfer processing back-up.

**Jane Siguenza**, Bond Marketing Specialist

[siguenzj@hsd.k12.or.us](mailto:siguenzj@hsd.k12.or.us)

503-844-1761

**Key responsibilities:** Bond marketing and communications, bond website management, bond-related events.

**Coleen Garrett** and **Charlene Yates**, Volunteer Coordinators

[garrettc@hsd.k12.or.us](mailto:garrettc@hsd.k12.or.us)

503-844-1770

**Key responsibilities:** District-level volunteer and donation management, business and community outreach/partnerships, Assistance League clothing program & Elks Holiday Basket program coordination.

## Goals and Objectives

We aim to support the District's Strategic Plan and overall Strategic Objective of ensuring that all students graduate with career and college-readiness skills by focusing our efforts in the following areas:

1. Engage in strategic communications, marketing and branding;
2. Build relationships/community; and
3. Increase awareness, encourage involvement, and foster ownership of our schools and district.

## Target Audiences

Also known as "patrons," "stakeholder groups" or simply "stakeholders," target audiences are the various people we want to be sure and consider as we're developing communications. Individuals may fit into one or more classifications, and their affiliations may change over time.

- Students
- Staff
- Parents
- Community
- Speakers of languages other than English
- Businesses
- Higher education
- Faith
- Alumni
- Elected officials
- Civic organizations
- Realtors
- City/County government
- Non-profit organizations
- Media

## Key Messages

Although there are a wide range of things we want people to know about our schools and district, there are a handful of key messages that we feel encompass our core strengths and upon which we will focus.

1. We believe all students deserve to be supported by caring adults who know them by name, strength, and need.
2. We believe cultural, ethnic, racial, linguistic, and other diversities are assets that bring strength and richness to our schools.
3. We celebrate our students and provide them with opportunities that prepare them for the future.
4. We welcome and foster parent, community, and organizational partnerships.

## Strategies and Tactics

Strategies represent the things we intend to do to reach our stated goals and objectives. Tactics are the actions we take to implement each strategy.

**Strategy I:** *Deliver consistent, relevant and timely communications to our stakeholder groups using a variety of media and methods.*

### **Tactics:**

- Prepare and disseminate weekly Hot News, bi-annual newsletter: *A Look Inside Hillsboro Schools*, press releases, and other information as needed.
- Expand the number of people receiving and spreading positive and accurate information about the school district.
  - Continue utilizing billboard and bus bench advertising to increase the reach of our most important messages.
  - Create welcome packets for realtors and Chamber, new parent packets for hospitals, etc.
  - Hold neighborhood meetings or open houses to disseminate information and/or updates on bond projects.
- Refine and strengthen protocols for emergency communications.
  - Design messaging templates.
  - Continually update Safety webpage to ensure information is easily accessible and understandable.
- Continually improve the District, school and bond websites.
  - Provide ongoing training and support to users.
  - Complete systematic audits of pages to clean-up broken links, add missing information, respond to feedback, and enhance navigability.
- Utilize social media and the District App as alternatives to District, school and bond sites for sharing information.
  - Encourage principals to send messages via the District App to increase reach and utilization of the app.
- Produce videos to help tell stories in an engaging way.
  - Create videos that tell consistent, compelling stories about students, staff, curricular/extracurricular opportunities that will capture people's attention.
- Work with print and broadcast media (TV, radio) to help tell our stories.

**Strategy Ia:** *Host 1-4 student interns to assist with the launching of an Instagram site and with Bond marketing*

- Recruit students from our high schools/high school programs to participate.
- Internships would ideally take place during a class period for elective credit to ensure greater accountability.
- Instagram intern(s) would help launch the site, promote to students, curate content, and consult with the broader Communications team on effective social media strategy.
- Bond marketing intern(s) would assist Jane with photography, videos, events, website updates, etc. as they relate to the District's bond work.

**Strategy II:** *Implement year five of the "Proud to be HSD" campaign to highlight our various stakeholders and generate pride in the system.*

**Tactics:**

- Hold the fifth annual Proud to be HSD Festival in conjunction with the Hillsboro Farmers Market to showcase the breadth and depth of curricular offerings and student talents and achievements in our district.
- Continue messaging to explain that everyone in this community is an important part of Hillsboro School District, even if they don't currently have kids in school. Use personal stories and testimonials in print, video and audio to reinforce the message.
- Work with community partners to cross-message.
  - Place free ads in City of Hillsboro's *Hillsboro Happenings* and *City Views* newsletters.
  - Seek other partners and venues for cross-messaging.
- Create additional promotional materials (temporary tattoos, magnets, infant items, etc.) to give visibility to the campaign.

**Strategy IIa:** *Build-out and utilize Proud to be HSD trailer as a mobile space for sharing District/student work and activities.*

- Work with Intel to retrofit interior; create mobile STEAM carts for elementary instruction.
  - Schedule classroom project time with Intel volunteers and elementary schools.
- Take to various community events to ensure visibility and understanding of what the trailer is all about/for.
- Create check-out system so others can have access to the trailer for activities/events.

**Strategy III:** *Facilitate/promote opportunities for stakeholders to engage in two-way communication with school and district staff.*

**Tactics:**

- Organize and hold Superintendent Coffee Chats.
- Hold fall and spring Hillsboro Schools Summits to share key information with the community.
  - Include student voice whenever possible.
- Use surveys to solicit stakeholders' feedback on District strengths, opportunities for improvement, and initiatives.
- Go to businesses, organizations, meeting places, existing forums to talk about the District and answer questions people may have.
- Promote school and District meetings, trainings, forums and other events to encourage stakeholder participation.

**Strategy IV:** *Promote volunteerism and partnerships.*

**Tactics:**

- Actively solicit new partnerships with businesses and organizations.

- Encourage schools to submit volunteer opportunities and donation needs and to keep them current on the District website.
- Highlight specific volunteer opportunities/donation requests in Hot News.
- Recognize partners, volunteers and donors on our website, in our publications, in videos, etc.

**Strategy V:** *Increase engagement of parents and patrons of various racial, ethnic, cultural, and linguistic groups.*

**Tactics:**

- Collaborate with Office for Equity and the department of Family and Community Engagement to identify communication channels and events that will reach our patrons who speak languages other than English.
  - Explore radio advertising/public service announcements.
  - Invite our Parent Advisory Council (PAC) leaders to help share messages.
  - Hold Superintendent forums aimed at Latinos/Spanish speakers.
- Provide communications materials and support to facilitate outreach efforts.

## **Channels and Timing/Frequency**

How and when we will communicate with our various stakeholders is a very important element of this plan. Predictability and consistency of information flow helps build trust while reducing confusion and frustration.

### ***Channels***

- District website
- School websites
- Hot News e-newsletter
- District newsletter: *A Look Inside Hillsboro Schools*
- Social media: Facebook, Twitter, Instagram
- Videos
- District app
- Surveys
- Media advisories/press releases
- Fact sheets
- Automated phone messages
- Letters/flyers
- Posters
- Brochures
- In-person meetings
- Community events
- Public service announcements (PSAs)

### ***Timing/Frequency***

#### **Weekly**

- Parent/community Hot News e-newsletter
- Staff Hot News e-newsletter

#### **Monthly**

- Principal quick sheets

#### Bi-Annually

- Hillsboro Schools Summit
- Superintendent Coffee Chats
- Superintendent Forums in Spanish
- Hard-copy newsletter (*A Look Inside Hillsboro Schools*, mailed to all homes in District)

#### Periodic

- Strategic Plan progress reports
- Meetings, seminars, presentations
- Videos
- Surveys
- Community events

#### As needed

- Press releases
- Emergency communications
- Fact sheets
- Presentations

#### Ongoing

- Website updates
- News articles on website
- Social media posts/tweets



## Desired Behaviors and Attitudes

If we implement our plan well, we expect to see the following from our internal and external stakeholder groups:

### **Internal Audiences**

- Take pride in and demonstrate ownership of the District.
- Stay informed on key issues.
- Help spread positive messages about students, staff, schools and the District.
- Exhibit District values of caring, integrity and collaboration.

### **External Audiences**

- Feel involved and engaged in their schools/District.
- Exhibit community pride and trust in their schools/District.
- Support Hillsboro School District.

## Evaluation and Measurement

Determining the effectiveness of our efforts is a key component of the “RACE” model—communications’ version of a continuous improvement process—which stands for Research, Analyze, Communicate, Evaluate.

Though it can be difficult to correlate direct cause and effect as well as objectively measure progress in the area of communications, we will attempt to do so via the following:

- Website and social media metrics
- Staff surveys/feedback
- Parent/community surveys/feedback
- Organizational partner (Chamber, City, County, Hillsboro Schools Foundation, etc.) surveys/feedback

## Contact Us

If you have comments, suggestions or questions about this communications plan, please feel free to contact us via phone or e-mail. We value your input and strive to provide excellent communications and customer service.



**Hillsboro School District**  
Communications Department  
3083 NE 49<sup>th</sup> Place, #201  
Hillsboro, Oregon 97124  
P. 503-844-1500  
F. 503-844-1557  
[www.hsd.k12.or.us](http://www.hsd.k12.or.us)