



ROSEVILLE CITY SCHOOL DISTRICT'S COMMUNICATIONS PLAN

2022-25

Mission

The mission of the Roseville City School District is to maximize learning for each and every one of our students.

Vision

The Roseville City School District will become a collaborative community of professional learners that is:

- Focused on learning
- Results-oriented
- Committed to continuous improvement of each student and staff member

www.rcsdk8.org

1050 Main Street, Roseville, CA 95678

COMMUNICATION VISION

The Roseville City School District (RCSD) Communications Plan for 2022-25 will be a guiding tool the help ensure that all District and school site communication is aligned with the mission, vision, and strategic goals of the District.

The Plan was developed in order to ensure:

- All communciations support the District's goals;
- Two-way communication with all RCSD constituents;
- The District's story is accurately told; and
- Transparency in District operations.

RCSD's Communications Plan is led by the Executive Director of Communication in conjunction and support from the Superintendent, Assistant Superintendents, Directors, Principals, and Assistant Principals. The goals, strategies, and tactics contained in the Plan guide the District to always be proactive in telling our story and responding to internal and external needs.

TARGETED AUDIENCES

The Communications Plan takes into consideration the multiple audiences served by the District and its 20 school sites.

Parents

Business partners

RCSD Employees

Students

Media

Board of Education

ONGOING COMMUNICATIONS GOALS

The below goals provide a multi-year roadmap for a comprehensive and responsive communication's program for RCSD.

Parent Outreach and Engagement

- Prioritize communications to parents from the District and school site level keeping parents/guardians informed of key issues, policy changes, events, and important dates throughout the year.

Community Outreach and Engagement

- Increased outreach and engagement with Roseville community leaders, businesses, and service groups.

Media Relations

- Addresses a proactive media communications program that is centralized at the District Office with support from the school sites.

RCSD Employee Communication

- Provide all internal modes of communication with employees including providing resource materials and trainings.

Crisis Management and Safety

- Provide District-level centralized communication support and response to school sites and leaders during a crisis.

Communication Platforms and Public Relations Tools

- Provide development and update of communication and public relation tools that support District and school site level communication, training and resources.
 - **Social Media** - RCSD will continue to use multiple social media platforms including *Facebook*, *Instagram*, and *Twitter* to provide real-time District and school news to the community.
 - **District-level Publications** - The Weekly eNewsletter, monthly Superintendent's article, and Quarterly eNewsletter provide District-level updates on long-term projects, upcoming events, and District-wide policy changes.
 - **School-level Publications** - Each school site publishes a newsletter, blog, or video updates promoting school activities and functions.
 - **RCSD District Website** - The District's website is a comprehensive source of information about district programs, schools, curriculum, policies, events, and operations.
 - **RCSD School Board Meetings** - RCSD Board meetings are broadcasted live utilizing a virtual platform, and meeting dates and links to the agendas are posted on the District website.
 - **Employee Blog** - An internal communication for our employees that is used for a variety of informational purposes such as employee training sessions, expectations and updates, job opportunities, and personal support resources.

IMPLEMENTATION PLAN

The Communications Plan contains strategies and tactics that fall under the following six goals:

GOAL 1: PARENT OUTREACH AND ENGAGEMENT

Strategy 1: Continue regular District and school site level communication.

Tactic 1: Continue to provide regular communication on current and key topics through:

- District Weekly eNewsletter
- Monthly Superintendent Articles
- School-site Level Blogs, eNewsletters, Video Messages
- Teacher Level Regular Engagement

Tactic 2: Provide targeted District and school-site level direct emails and text messages on issues of high importance and/or urgent issues.

Strategy 2: Cultivate and strengthen relationships with RCSD parents to engage them in the RCSD Vision.

Tactic 1: Continue to encourage parent input/feedback on RCSD's budget, program development, and facilities' goals by providing opportunities through the LCAP, DELAC, Board of Education meetings, etc.

GOAL 2: COMMUNITY OUTREACH AND ENGAGEMENT

Strategy 1: Cultivate and strengthen relationships with the RCSD community to engage them in the RCSD Vision.

Tactic 1: Continue to provide ongoing information in the quarterly RCSD newsletter.

Tactic 2: Hold regular Superintendent/designee meetings to receive community input/feedback on the District's budget, strategic plan, LCAP, DELAC, etc.

Tactic 3: Share District and school-site level information around events, community input/feedback meeting, PTC events, festivals, etc., with community leaders and groups.

Tactic 4: Encourage school sites to provide site-level newsletters, award ceremonies, and student and staff recognition with area-specific community leaders.

Strategy 2: Monitor public attitudes toward the District and increase awareness and support for RCSD.

Tactic 1: Continue to broadcast and record Board of Education meetings including all public comments.

Tactic 2: Regularly monitor public and internal opinion with surveys and social media metrics including questions as part of the annual LCAP survey, providing internal staff surveys, etc.

Strategy 3: Leverage external communications through existing community and civic publications.

Tactic 1: Continue to use local publications to communicate strategic information:

- Roseville Today
- West Roseville News
- Roseville Chamber
- Gold Country Media

Tactic 2: Develop a plan to utilize the District's social media as a promotion tool for the District (targeting enrollment and promoting programs).

Strategy 4: Maintain and increase the Superintendent's (and District designee's) outreach program.

Tactic 1: Arrange speaking engagements for the Superintendent at strategically selected community or nearby community and civic organizations.

Tactic 2: Conduct Superintendent/District leadership meetings on a regular basis.

Tactic 3: Increase the use of videos with the Superintendent, and potentially Board Members, to reach parents, employees, and the community at large.

GOAL 3: MEDIA RELATIONS

Strategy 1: Develop a proactive and strategic media communications program.

Tactic 1: Respond in a timely, reliable fashion to media inquiries and requests. Direct inquiries to the Communication's office for response.

Tactic 2: When approved by the District Office, employees assist the media by providing access to schools/classrooms and District education experts who can provide interviews and background information about important education-related topics.

Tactic 3: The Executive Director of Communication, the Superintendent, and/or his designee will act as the District's spokespeople and public information officers when necessary.

Tactic 4: The Communication's office will encourage the media to follow the District's website and social media pages for information on upcoming events, updated policies, etc.

GOAL 4: EMPLOYEE COMMUNICATION

Strategy 1: Continue to strengthen the content, design, and delivery of key communication tools for employees.

Tactic 1: Utilize direct email and text messaging for urgent and essential communications.

Tactic 2: Continue providing a weekly employee and leadership update, Employee Blog and Leadership Blog, to provide timely District and education news.

- Look at ways to update design and delivery for easier consumption

Tactic 3: Utilize and keep the District website up-to-date as an internal resource and to highlight District business, events, etc.

Strategy 2: Continue and expand regular engagement with all employees.

Tactic 1: Continue to hold regular meetings at school sites and District departments to disseminate information and seek feedback to promote transparency and collaboration.

- Leadership Meetings
- Clerical Meetings
- Consider adding in District-level webinars for all staff that provide updates on the District's finances, goals, etc. (can be recorded to be viewed later)

Tactic 2: Superintendent and Cabinet visit each school with department/Education Services directors to discuss site progress, offering support as needed.

- Quarterly or semi-annual meetings/acknowledgments

Tactic 3: Work to ensure all communications are first provided with enough notice to all employees in order to ensure messaging is aligned and employees are informed before going to parents and the community.

GOAL 5: CRISIS MANAGEMENT AND SAFETY

Strategy 1: Develop policies and protocols for effective Crisis Management.

Tactic 1: Provide counsel to schools and District leaders to resolve crisis situations and/or emergencies, including the use of communication vehicles such as parent letters, social media, talking points, and key messages.

Tactic 2: Provide crisis media relations when schools are locked down or have experienced an incident.

Tactic 3: School sites and departments will utilize the RCSD protocols and policies and will conduct drills and training to prepare for emergency situations.

GOAL 6: COMMUNICATION PLATFORMS & PUBLIC RELATIONS TOOLS

Strategy 1: Maintain and develop communications platforms for stakeholders including parents, students, potential employees, businesses, and the general public.

Tactic 1: Maintain and keep updated the District-level website, newsletters, and social media accounts.

Tactic 2: Develop/update uniform guidelines for responsible use of social media for students, staff, and the public when on RCSD social media platforms, including:

- Authorized use of official District social media presence
- Requisite authorization to create official school social media pages
- Standards for official school social media pages (i.e. when to post, what to post, how to post, etc.)
- Maintenance and monitoring responsibilities for official school social media pages
- Best practices for social media use
- Expectations for use of personal social media

Tactic 3: Research platforms to provide parents and staff embedded messaging into an email (rather than a link to content) providing an easier to deliver model of communications.

Strategy 2: Create and maintain public relations tools for school site leaders and staff.

Tactic 1: Provide training to staff and school site leaders on maintenance of school-site level public relations tools (website, social media, etc.)

Tactic 2: Provide communication support to school sites including written, social media, website, and video.

Tactic 3: Provide public relations resources and advice on written and oral material, including school newsletters, letters home, brochures, talking points, key message development, media requests, etc.

Tactic 4: Provide ready-to-use public relations resources on issues related to RCSD at both District and school site levels including talking points, infographics, email templates, etc.

EVALUATION AND MEASUREMENT OF COMMUNICATIONS PLAN

The evaluation and measurement of success of the RCSD Communication's Plan will include regular updates to the Board of Education, Superintendent, staff, and the public on plan progress.

Updates and the success of the Plan's implementation will include:

- Follow-up surveys to parents, staff, and community
- Media hits – proactive and earned media
- Social media usage including click rates
- Website usage
- Open rates on direct emails and newsletters

CONCLUSION

The Roseville City School District's Communications Plan for the 2022-2025 school years will be utilized as a tool to ensure that all communications align with the strategic goals of RCSD. The plan will be continually evaluated and updated as needed.