EVERY CHILD, EVERY DAY, WHATEVER IT TAKES!

STRATEGIC PLAN 2015

MISSION

In collaboration with our community, Hampton City Schools ensures academic excellence for every child, every day, whatever it takes.

CORE VALUES

We believe that the developmental needs of children are central to every aspect of the operations of Hampton City Schools and that interactions with our stakeholders must be governed by our core values—integrity, responsibility, innovation, excellence, and professionalism.

STRATEGIC GOALS 2015

Hampton City Schools Will:

• Maximize every child’s learning
• Create safe, nurturing learning environments
• Enhance parent and community engagement and satisfaction
• Attract, develop and retain exceptional staff
• Maintain effective, efficient and innovative support systems
• Manage fiscal resources effectively and efficiently
Hampton City Schools
COMMUNICATIONS PLAN
(Internal & External)

The purpose of the Hampton City Schools’ (HCS) Communications Plan is to present a clear and concise framework for communicating with our school community. The plan primarily addresses two types of school district audiences: internal (students, teachers, staff, administration and School Board) and external (parents, businesses, civic groups, faith-based organizations, and other members of the HCS community).

NOTE: Crisis Communications such as hazardous material spills, and bomb threats are detailed in the HCS Emergency Procedures Guide. For more information on crisis communications, please contact the office of Student Services at 727-2135.

Staff support for and involvement in this plan is vital – particularly, teachers and office staff who are highly influential sources of information for the public. The HCS staff carries the message of the school district to their families and friends who in turn form opinions about the schools. We must have as a top priority the goal of clearly communicating our unified message at all times.

The Public Relations & Marketing Department will manage publications, marketing, community relations, and offer leadership on all comprehensive communication services and strategies for the district under the direct supervision of the Superintendent.

Two driving questions for every program or activity will be:

1. How does this benefit our students/employees?
2. How do we communicate it to our stakeholders?
Target Audiences

Internal

1. Students
2. Staff
   A. District Level
      i. Classified
      ii. Licensed
      iii. Administrators
   B. Site Level
      i. Classified
      ii. Licensed
      iii. Administrators
3. School Board

External

1. Parents
2. Prospective Employees
3. Parent Organizations
4. Key Communicators
5. Business Community
6. Elected Officials
7. Civic Groups
8. Neighbor Association
9. Military
10. Law Enforcement
11. Senior Citizens Groups
12. Faith-based Groups
13. Community Groups
14. Colleges and universities
15. Private Schools and School Districts
16. Electronic Media—Website, E-mail, Connect Ed, Facebook, television, BoardDocs
17. Print Media—newsletters, newspapers, flyers, etc.
Objective

Our objective is to improve internal and external communication systems with the specific goal of creating open, two-way communication between the School Board, Division Leadership Team, administration, staff, students, parents and the HCS Communities.

1. **Clarify district flow of information**
   - Distribute organizational charts to all staff showing decision-making process, reporting, and accountability structure.

2. **Provide ongoing training and support for administrators in effective communication with staff and the public**
   2.1 Provide continuing training sessions as part of Principals’ meetings on how to train teachers and staff to communicate their school’s message
   2.2 Subscribe to school communication publications and organizations (i.e., National School Public Relations Association) and relay pertinent ideas and information to administrators
   2.3 Supply administrators with fact sheets and other easy-to-use communications tools as needed when issues arise
   2.4 Provide communications training sessions to site-level staff
   2.5 Organize Media Reps group with representatives from each of the schools
   2.6 Create quick, web-based form for Media Reps to utilize when reporting upcoming events and possible stories for the media, to the Public Relations Department
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3. Provide regular information on district-wide issues

3.1 Distribute information from meetings on need-to-know basis

3.2 Distribute all external publications and news releases to all employees via postings on website

3.3 Issue short, bulleted FYI sheets to staff and parents on issues of immediate concern

3.4 Utilize district’s TV station to deliver messages to the community, both internal and external

4. Create a system to encourage flow of information from parents/community to the district

4.1 Encourage community members to sign up for district-wide email notices on HCS news

4.2 Conduct parent surveys to obtain feedback on flow of information

4.3 Offer community meeting opportunities to receive input, such as the Community Priorities Workshop

4.4 Expand use of the Parent Portal to facilitate communication between parents and schools

5. Publish and distribute informational pieces

5.1 District/School Informational Brochures

5.2 Internal newsletter - Hampton Herald – to be published bi-monthly

5.3 Budget documents, brochures, etc.

5.4 Press releases as needed

5.5 Informational items posted on website, i.e. job listings

5.6 HR Recruitment Video

5.7 HR Recruitment Brochure
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6. Communicate with civic, community and religious groups

6.1 Include groups in mailings, i.e the City of Hampton’s ENews system

6.2 Attend community meetings as needed to provide information

6.3 Provide district communications materials to key leaders

6.4 Develop partnerships with groups

6.5 Develop program for touring district that includes tours of schools and facilities. Participants could include senior citizen groups, community members, members of the military, civic leaders, prospective employees, etc. Tours will be conducted by appropriate staff members, and will vary depending on needs.

7. Be visible in the community

7.1 Attend community organization meetings

7.2 Encourage participation in local service clubs

7.3 Host HCS “town hall” meetings or forums when appropriate

7.4 Encourage staff to speak positively about HCS schools to friends, neighbors and community acquaintances

7.5 Seek business partnerships through contacts in local groups

7.6 Encourage staff attendance at athletic and extra-curricular events

7.7 Collaborate with military organizations

7.8 Participate in community events such as job fairs, parades, “Back To School” events, Relay for Life, etc.

7.9 Develop partnerships with faith-based community
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8. Highlight Faculty/Staff Accomplishments

8.1 “I Am Hampton City Schools” Ads to run in daily paper monthly
8.2 Produce bi-monthly internal newsletter – *The Hampton Herald* – promoting faculty/staff accomplishments
8.3 Present “Creative Instruction” Award to selected educators at School Board meetings
8.4 Recognize faculty/staff accomplishments at School Board meetings
8.5 Salute HCS employees who exhibit exceptional Customer Service
8.6 Highlight staff with articles in local newspaper and on local television stations
8.7 Feature faculty/staff members on division’s cable television shows

Strategies

1. Keep Communications Simple
   • Use clear, concise and non-educational style for all publications
   • Vary the types and level of communication to target diverse audiences
   • Translate communication pieces when appropriate for various language groups

2. Provide Timely Information
   • Provide information sheets on key HCS topics of interest such as the district’s budget, Reduction In Force (RIF) guidelines, School Consolidations, etc. Update as needed
   • Have key information available on-line for quick reference

3. Communicate Early and Often
   • Provide information when appropriate to send out to principals, department heads, curriculum leaders, teachers and other employees as needed
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(cont. Strategies)

• Follow-up with memos or communications to all staff if necessary

• Make telephone calls if in doubt

4. Communicate Face-to-Face

• The more difficult the situation, the more important it is to communicate face-to-face

• Encourage staff to relay messages through personal interaction when appropriate

• Coordinate Division Leadership Team’s communication with staff via Superintendent’s Administrative meeting, Superintendent’s & Division Leadership Team school visits, Teacher Advisory Council, etc.

5. Keep Communications Brief and to the Point

• In order to keep a person’s attention, be brief and to the point.

• Use bullet points when appropriate

• Highlight message in the title

• Proofread all documents for errors

6. Emphasize Customer Service

• Develop Customer Service guidelines for all HCS employees

• Provide Customer Service training for all employee groups

• Reward exceptional customer service with the HCS DOVE Customer Service Award and “kudo” messages from supervisors

7. Train Staff

• Train staff to understand that what they say to friends, neighbors, and people in the community has a direct impact on how Hampton schools are perceived

• Engage frontline staff in the conversation, and make sure they have access to information immediately, as they are the best link to parents and the community.
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8. Develop Relationships with our Community

- Develop key communicators groups and deliver message to them as needed. They will take the message to the community more effectively than district personnel

- Maintain a high level of visibility for the district through participation of key staff in various professional and community activities

- Ask for input on areas of concern

9. Study the Media

- Pay attention to the type of stories aired or published

- Note who is generally used as a source of information

- Develop relationships with editors and education reporters

10. Prepare our Messages

- Study issues facing education and be prepared to respond with information sheets

- Develop responses that represent our school or district message

- Avoid technical jargon by keeping it simple and using quotable “sound bites,” when appropriate. Don’t use education lingo when preparing messages.

- Prepare stories in formats that match those used by the local media
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Methods

We will identify the communication tools that are most widely accepted and preferred by the community. Our current communications methods include, but are not limited to:

1. **Printed Materials**
   1. *HCS Reports*
   2. *Hampton Herald*
   3. “I AM HCS” Ads
   4. Military Brochure
   5. *HCS Information Brochure*
   6. Strategic Plan Booklet
   7. Strategic Plan Poster
   8. School Board Poster
   9. Inclement Weather Brochure
   10. Employee Compensation Packets
   11. Budget Booklet
   12. Weekly memos from the Superintendent to the Board

2. **E-mail Communication**
   
   HCS uses e-mail communications to connect with both internal and external audiences. Additional outlets include the City of Hampton’s ENews account, which pushes HCS information out to a broader range of community members.

3. **Publications Posted Online**
   
   The district can save money and time by continuing to provide the majority of our printed materials on our district’s website, thus moving away from paper communications. On-line examples include payroll schedules, pay scales, and HCS budget.
4. Website

The district’s website should be utilized as the key marketing tool. It should be kept up-to-date and include pertinent information for both internal and external publics, i.e. Budget information, RIF Guidelines, Payroll Schedules and Teacher Pay Scales.

Prospective employees will be able to apply on-line for positions within Hampton City Schools.

5. Cable Television

School Board meetings will continue to be aired live on the first Wednesday of each month at 6:30 p.m. on public access channels Cox 46 and FIOS 20. These meetings will be rebroadcast on Fridays at 6:00 p.m. & again on Saturdays and Sundays.

School Board meetings taking place on the first Wednesday of each month will also be streamed live on the Internet.

The station will air live broadcasts and replays of high school graduations.

An internal TV show entitled, First View, will be hosted by the Superintendent and/or the Executive Director for Public Relations and Marketing. It will feature HCS employees addressing a variety of issues and will also celebrate accomplishments within the district.
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Assessment and Accountability

Being that different measurements work best in different situations, a tracking system will be developed to measure communication effectiveness.

- **Benchmarking** - will be used to ascertain what communication strategies are being implemented in other school districts.

- **Focus groups** - will be conducted in groups of six to ten people to collect qualitative information as needed.

- **Surveys** - electronic surveys will be used to ascertain people’s opinion and to collect quantitative information.

- **Website** - will be used to monitor feedback from community, both internal and external

- **Interpersonal Contact** - Informal “word-of-mouth” surveys will be conducted to gauge the level of effectiveness of the Communications Plan.

The Communications Plan will be reviewed and updated as deemed necessary by the Superintendent, School Board and/or Public Relations department.