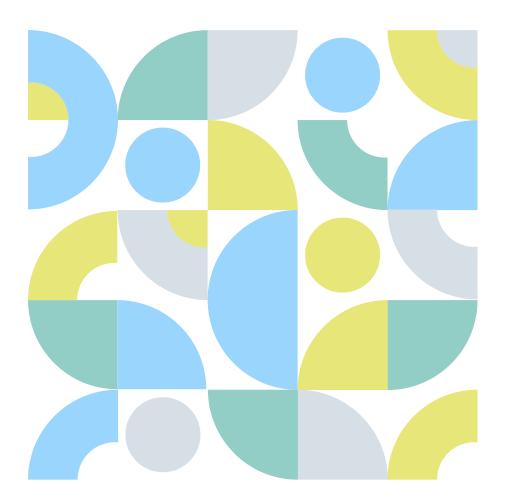
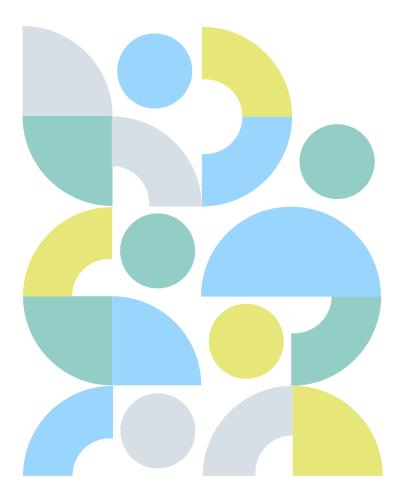
How My Communication Plan Changed My Life

MOSPRA and MASA conference March 2024





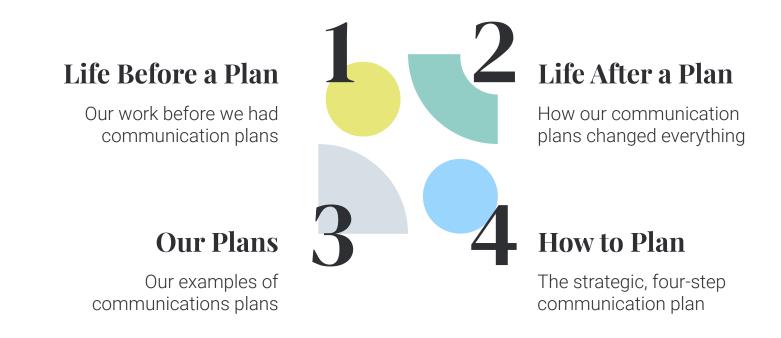
Presenting

Bob Satnan Sedalia School District 200

Marianne Ward Waynesville R-VI School District

Nicole Kirby CESO Communications

A Plan for This Presentation





Life Before a Plan

Your intelligence and intuition will get you far, but not far enough.



Bob: The Beat Reporter

Using his skills to cover the news as it happens.

Marianne: The People Pleaser

Finding it difficult to say "no," and ending up with too much to do.



Nicole: The Control Freak

Needing to find some order in the chaos, and wanting to find the "right" way to do things.





Life After a Plan

"In preparing for battle I have always found that plans are useless, but planning is indispensable."

~ Dwight Eisenhower

Benefits of Planning

Focus

We can narrow our work to only tasks that move us toward our goals.

Alignment

We can ensure we are doing what our districts and bosses need from us.

Order

We can feel confident, knowing we considered everything we needed to.

How to Say "no."





Our Plans

"Imperfections are not inadequacies; they are reminders that we're all in this together."

~ Brene Brown

Marianne's Plan

The Waynesville plan is 82 pages long and lays out the district's entire communication program.

It is based largely on the results of the district's Baseline Communications Assessment, following the BCA's do-now, do-soon, do-later format.

It has several appendices with important activities and processes.

Waynesville R-VI School District Comprehensive and Strategic Communication Plan July 2023

Communications and Marketing Mission

To strengthen relationships with stakeholders and build support for the Waynesville R-VI School District and its schools.

Focus

The Communications and Marketing Department will focus on providing strategic, timely, transparent and accurate information tailored to meet the needs of key stakeholders. Our goal is to provide efficient, customer-oriented service, which supports student achievement and enhances a positive culture with both internal and external stakeholders. The entire district will play a vital role in communication as outlined in this document and in Appendices A, B, C, D and E.

Comprehensive and Strategic Communication Plan

Beliefs

We adopt the beliefs that are included in the district Comprehensive School Improvement Plan. We also believe we have the responsibility to communicate effectively with our constituents; that meaningful public engagement supports our goals, and that effective communication:

- Is a two-way process involving both internal/external publics
- Is the responsibility of every employee in the district
- Supports teaching and learning
- Helps increase student achievement



Bob's Plan

The Sedalia plan is 14 pages long and follows the four-step communication planning process.

For research, it relies on the district's CSIP, the superintendent's priorities and the district's BCA feedback.

Bob plans to use survey results for evaluation and for research in future cycles of the plan.



Comprehensive Communications and Community Relations Plan, 2023-24

Research

District Focus Areas:

Based on conversations with Superintendent Dr. Todd Fraley, community engagement is a top
priority for Sedalia School District 200. We want more families to be involved with district
decision-making and to attend district events and activities. This is integral to raising awareness
of the quality of a Sedalia 200 education and to bolster community support for district initiatives.

CSIP:

 Promote the importance of attendance on student achievement, working toward the Missouri Department of Elementary and Secondary Education's 90/90 initiative (90 percent of students

Nicole's Plans

When in Park Hill, Nicole had an annual district communication plan, as well as several communication plans for campaigns, programs and initiatives.

These all followed the four-step planning process.

Now, Nicole consistently writes four-step communications plans for districts, based on their BCAs or on other research.

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Implementation •

Building on the great communications efforts already underway in Manitou Springs School District 14, these strategies and tactics will support the overall communication goal and objectives while creating stronger connections with target audiences and improving the overall reputation and voice of the district.

Objective 1: District Communication

Tactic	Timeline	Responsibility
Mustang Champions: Start a key communicators group to serve as ambassadors for the district and as a pool of future leaders.	February	Dr. Elizabeth Domangue Senior leaders CESO
Have them learn about the inner workings of the district and important strategic efforts from senior leaders. Provide them with messaging they can share with their		

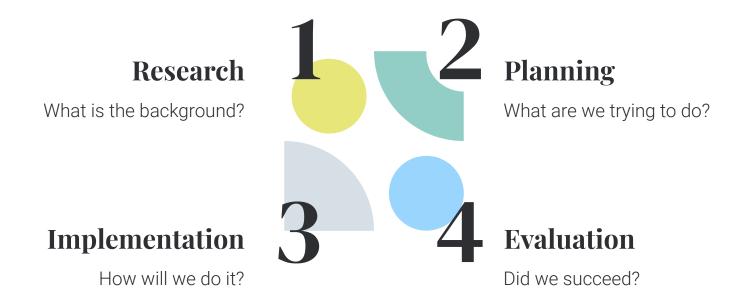


How to Plan

"Have a bias toward action - let's see something happen now. You can break that big plan into small steps and take the first step right away."

~ Indira Gandhi





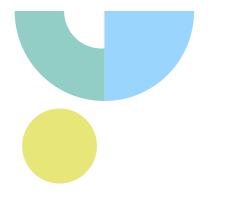
Drive-Through Communications

I'll have a video and a brochure with a side of fries, please.



Research

Define the problem, analyze the situation and get the background





"There's a world of difference between truth and facts. Facts can obscure the truth."

- Maya Angelou





Planning

Based on what we've learned, what should we do?

Planning

- Goals
- Objectives
- Key Publics
- Messaging





Implementation

What should we do, and when, where and how should we do it?

Implementation

- Strategies
- Tactics
- Activities



Evaluation

Did we meet our measurable objectives? What can we do better next time?



"The lessons of yesterday's loss become the fuel for tomorrow's win."

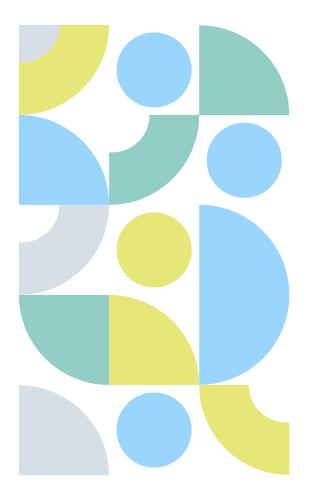
- Abby Wambach





Questions?





Thank you !

Bob Satnan

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Marianne Ward

Director of Communications and Marketing Waynesville R-VI School District *mward@waynesville.k12.mo.us* 573-842-2040

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