

Does your plan measure up?

DEVELOPING DISTRICT COMMUNICATION PLANS



Contact David Luther
david.luther@mcsa.org
(573) 638-4825

School districts of all sizes benefit by having a solid communication plan. MASA will provide you and your district guidance in developing the framework of a plan that will help you address big and small issues with both your internal and external audiences.

FORMAT

- MASA's Director of Communications will facilitate the workshop and, when possible, a member of the Missouri School Public Relations Association (MOSPRA) will co-present
- 3-4 hour planning session
- A designated district will serve as the host for the session
- 3-7 districts may participate and each will send a minimum of three (3) representatives (ideally the superintendent will be one of the representatives, but it is not imperative)

EXPECT THIS

- Overview of communication planning
- Creating a communication advisory team
- Determining audiences
- Effective Research
- Determining / Delivering key messages
- Creating comprehensive and project-specific plans
- Evaluating communications effectiveness

This workshop is offered at no charge as a service to MASA membership.

Note: The workshop will help you and your district start the process of building a great communication plan, but additional work will need to take place beyond the workshop to finalize a plan.