

# Building a Collaborative Communications Team: From One-Person Shops to Powerful Storytelling



<https://t2m.io/MASAMOSPRA24>

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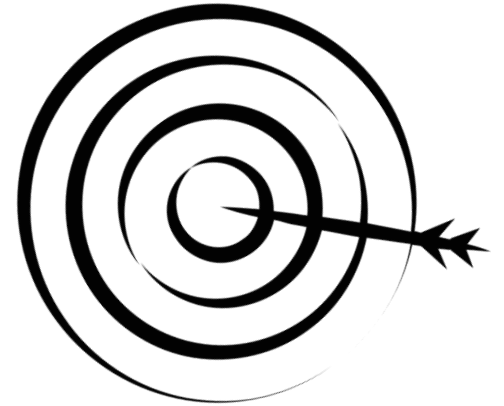
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# Learning Targets



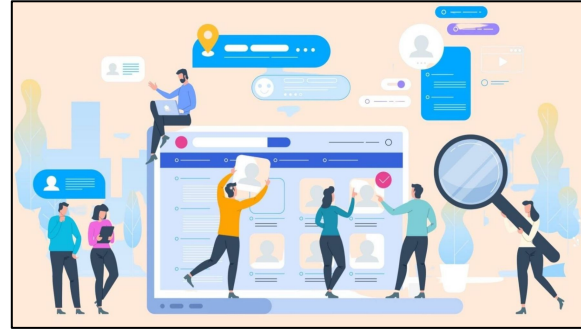
Gain practical strategies and actionable insights to:

- Develop and implement comprehensive communication plans aligned with district goals.
- Engage diverse stakeholders through collaborative storytelling.
- Amplify the district's narrative and strengthen school identity.
- Harness the power of a unifying theme to build a strong community.



# Identify Need

- What do you have now?
  - One-person shop?
  - Nobody doing communications?
  - Other?
- What specifically does your district need?
- Who do you need to convince?
- Why is it important?



# Where We Started

## ➤ Farmington

- 2014 we needed someone to communicate on Facebook for a Bond Issue Campaign
- Joined MOSPRA & Attended “One-Person Communications” Workshop
- Created a “Communications Team” 2 members from each building who help tell our story via social media



# FSD Communication Plan

Start with CSIP Goals

**Focus Area(s):** Community Connectedness and Safe and Healthy Schools

**Standard L8:** Leadership: The school system provides two-way, reliable, and representative communication with all stakeholders.

## **SMART Goal 1.1**

The school will effectively extend and perfect the way in which we communicate. By the end of the 2026-2027 school year, 90% of survey responses from students, staff, and families report that the school environment promotes two-way communication.



# FSD Communication Plan

## CSIP Action Steps

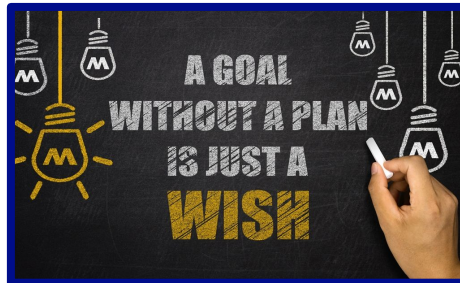
<ul style="list-style-type: none"><li>• Include language of FSD Vision, Mission, Standards, and Goals in district communications such as newsletters, business meeting agenda items from communications, and superintendent updates.</li></ul>	<ul style="list-style-type: none"><li>• Engage with students at the secondary level to increase students' voices. Utilize Academic and Health Team meetings and student surveys to gain input and share FSD initiatives.</li></ul>
<ul style="list-style-type: none"><li>• Utilize tactics to renew the district website and increase traffic to the site.</li></ul>	<ul style="list-style-type: none"><li>• Develop an Emergency Resource guide with FSD Safety Director. Share information from the guide on a monthly basis via the district newsletter, website, or social media.</li></ul>
<ul style="list-style-type: none"><li>• Train on and utilize tactics with staff that can be used to increase family engagement via Remind and other digital alert systems.</li></ul>	<ul style="list-style-type: none"><li>• Utilize building parent nights to incorporate WSCC and the One Community initiatives throughout the FSD.</li></ul>



# Start With a Plan

Strategic Communication Plan ([HSD](#))

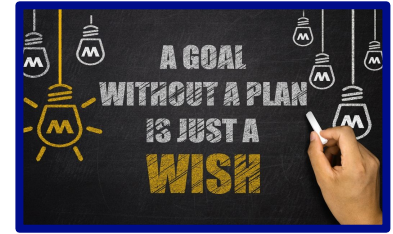
- Create if you don't have one.
- Review and update annually.
- Align with school's vision and mission.
  - Identify internal and external audiences.
  - Develop Communication goals and identify communication channels.
  - Have a process for communications (both to you and from you).




# Start With a Plan

Editorial and Projects Calendar ([HSD](#))

- Plan social media, website, calendar, and other items for the year.
  - Theme
    - Family at the Heart of Hollister, #HollisterFamily, #HeartofHollister
  - Holidays
  - Reminders



 <p>Hollister R-Y School District</p>	<p><b>2023-2024</b> <b>Editorial &amp; Projects Calendar</b></p>		<p><b>FB</b> Facebook <b>T</b> Twitter <b>I</b> Instagram <b>L</b> LinkedIn <b>Y</b> YouTube <b>S</b> LED Sign <b>N</b> e-News</p> <p><b>E</b> Email <b>P</b> Phone <b>Tx</b> Text <b>A</b> App <b>W</b> Website <b>PR</b> Press Release <b>C</b> Events Calendar</p>
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# Build a Team

- Who?
  - District Level
    - Communications Director & Superintendent/Asst Sup
    - IT Person
    - Building Digital Media Coordinator
- How?
  - Stipend (\$1,309 in 2023-24)



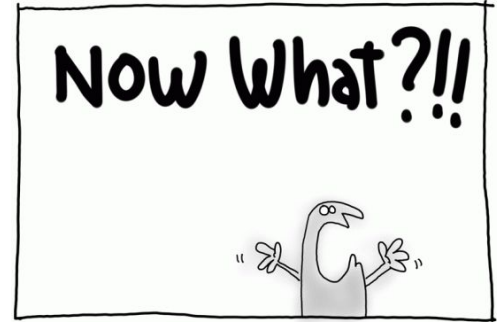
# Growing Your Team?

- Quarterly Meetings
  - Year-long plan checkpoints
  - Share successes and challenges
  - Team building activities
  - Specific training items
  - Collaborative work time
- Visits Between Quarterly Meetings
  - Small gifts
  - Help with specific needs
  - See how they are doing



# Team Built, Now What?

- Building DMC Job Description ([HSD](#))
  - Qualifications
  - Duties
- Unified Year Long Plan
  - Webpage ([HSD](#))
  - Social Media
    - National & Special Days and Holidays ([HSD](#))
    - Calendar or Plan
- Guide for Success ([HSD](#))



# Communication Team

- 2 Reps Per Building - selected by principal (most include their librarian)
- 2-3 posts per person per week on the building Facebook page
- Update and monitor the building Facebook page
- Create a monthly digital newsletter for the building on Smore
- \$300 Stipend
- 2 meetings per year



# Newsletter & Social Media Guidelines

- Follow the celebration [Calendar](#)
- Relate content to our Mission & Focus on the Farmington Four
- Include FSD Hashtag & Yearly Theme - #TheKnightWay  
#OneCommunity
- Utilize staff and student content vs digital bulletin board



# Streamlining Information

[Get The Word Out Form](#) - anyone on staff can utilize to share announcements, celebrations, press release information, etc. - several get a notification when this form is completed.





Student/Building Spotlight Videos



District and Building Newsletters - Monthly

# Team Success

Increase In Building Specific Spotlights







Washington-Franklin Elementary School

February 26 at 3:54 PM · 🌐

Mr. Lee and Mrs. Morelands classes learned a real life perimeter and area lesson while marking new lines for our football and soccer games at recess!

So cool, and much needed - THANK YOU!

#TheKnightWay #onecommunity #AcademicExcellence #FutureFocused #communityconnectedness



Lincoln Intermediate

6d · 🌐

Mrs. Mapes and her students had a blast with Fractional Feast Pizzeria: Where Multiplying and Dividing Delights Collide.

Students reviewed multiplying and dividing fractions through error analysis and collaborative work. As they moved through different challenges, they got to collect pizza ingredients and toppings to construct their own pizza. A big thanks to William from Farmington Walmart for reading to each class and providing snacks. Also, thank you to 102 Taphouse for donating pizza boxes.



Mrs. Stobart's 2nd graders conducted an experiment on how water can change land. Then we took a few minutes for wellness Wednesday. #WellnessWednesday



# Team Success

## Increase In Student Centered Social Media Posts





# Team Success

- Unified Message and Voice
  - District Level
  - Building Level
- Positive Feedback
  - Teachers, Staff, Students
  - Community
- Working Smarter, Not Harder
  - Sharing items instead of recreating the wheel
  - Borrowing and sharing ideas
  - Collaborative projects



# Team Success

## THEN



## NOW



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