

Temecula Valley Unified School District

Communication Plan 2019/20

"High Quality Teaching and Learning For All."



"Inspiring Excellence. Impacting the Future."

Public Information Office

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Temecula Valley Unified School District

Communication Plan 2019/20

The Temecula Valley Unified School District Communication Plan addresses two types of school district audiences: internal (staff, students, administration, and Board of Education), and external (families, businesses, partners, and other members of the Temecula Valley community).

An informed staff relates better to students, as well as to families and the community, thereby providing a higher level of customer service. The Temecula Valley Unified School District Communication Plan is intended to outline a strategy for the school district to follow for building and maintaining public confidence in and support for the schools.

The public information office will implement and manage community relations, media relations, communication systems, publications, marketing, outreach, and offer leadership on all comprehensive communication services and strategies for the District.

TYPES OF COMMUNICATION

- **MANDATORY COMMUNICATION—INFORMATION REQUIRED BY THE DISTRICT OR LAW**
- **INFORMATIONAL COMMUNICATION—INFORMATION PEOPLE WANT TO OR NEED TO KNOW**
- **EMERGENCY COMMUNICATION –URGENT, CRITICAL MESSAGES REGARDING SAFETY AND SECURITY**
- **MARKETING COMMUNICATION—INFORMATION DESIGNED TO BUILD PRIDE AND SUPPORT**

Mission

To provide a comprehensive communication program that will assist Temecula Valley Unified School District in achieving public support for its mission and objectives by identifying, establishing, and maintaining mutually beneficial relationships with our staff and the community we serve.

Vision

Communications amongst all stakeholders will be clear, concise, timely, and responsive. All actions, programs, and practices of the public information office and the intent of this plan is that a strategic approach to communication planning will work toward the goals of:

- ◇ Promoting systematic, two-way communication among both internal and external publics
- ◇ Enhancing student achievement
- ◇ Supporting all employees, community volunteers, and partners as ambassadors of the District
- ◇ Enhancing community knowledge, support, and involvement
- ◇ Enhancing reputation of the school district among stakeholders

1. Provide ongoing support for administrators and staff in effective communication and public relations

- Offer assistance and training in establishing various forms of communication tools, policies, and procedures
- Develop district communication protocols
- Assist with policy development and revisions relative to public relations
- Subscribe to school communication publications and resources (NSPRA and CALSPRA)
- Collaborate with Riverside County Public Information Officials

2. Be visible in the community

- Attend community organization meetings, e.g. chambers, foundations, service clubs, rotary, other
- Promote school and district events
- Support our community partners: PTA, DELAC, Temecula Education Foundation, Dollars for Scholars, Assistance League, Chamber Student of the Month, City of Temecula, etc.
- Serve as a resource for parents and staff to assist with providing informational items
- Special projects and trainings
- Communicate with local businesses



3. Provide regular information on district-wide issues

- Proactively share items of interest to our community
- Distribute information from meetings on need-to-know basis
- Distribute online publications and resources
- Prepare news items using websites and social media
- Issue information to staff and families on issues of immediate concern
- Write our OWN news

4. Establish District and School key communicators

- Establish and utilize key communicators to distribute and solicit information
- Develop networks of support

5. Create a system to encourage flow of information to and from teachers/ staff/families/students/community and the District

- Create District and school websites that are easily accessible, ADA compliant, easy to navigate, and continually up to date
- Implement K-12 Insight Let's Talk communication platform, districtwide
- Utilize district-wide community Internet listserv (automatic mailing list on the Internet) to communicate with stakeholders, including non-current parents
- Utilize Blackboard all call/email/text system to communicate with families and staff.
- Conduct surveys at district and site levels
- Assist PTA and community partners with the preparation of needed materials for presentations, meetings, etc.
- Utilize social media forums to share information; i.e., Facebook, Twitter, YouTube.

6. Publish informational pieces

- Develop Collateral Pieces
 - ◇ Website postings
 - ◇ Create topic specific website pages
 - ◇ Online newsletters
 - ◇ Press releases, articles, and narratives



Strategies

1. Acknowledge Readability

- Write different types and levels of materials for different target audiences
- Provide English and Spanish versions of district-wide notices and materials

2. **Communicate Early and Often** - Research has demonstrated that a message must be delivered at least nine times in nine different ways for it to really reach the audience

3. **Communicate Face-to-Face When Possible** - The more difficult the situation, the more important it is to do our communicating face-to-face

4. Communications are Brief and to the Point

- To get the public's attention and keep it, we must strive to be brief and to the point

5. Emphasize Customer Service

- Respond to concerns in a timely manner; Customer must leave with an answer to their concern or question

6. Targeted Communication with Staff

- Providing resources and information to staff to help them respond and communicate to friends, neighbors, and people in the community - employees have a direct impact on how our schools are perceived

7. Develop Relationships with our Community

- Involve our community in making decisions and coming up with solutions

8. Study the Media

- Develop relationships with editors and education reporters
- Provide media with tips and information on upcoming stories

9. Be accessible and proactive when contacted by the media

- Always respond to requests in a timely manner
- Never use "no comment" responses
- Request time to research an issue before responding
- Respond in writing, so there is a record of the specific response
- Call the editor if a story is inaccurate and ask for a correction; share our appreciation when a reporter has presented an accurate story
- Explore and suggest story ideas

Methods

We will identify the communication tools that are most widely accepted and preferred by the community.

1. **Printed Materials** – Newsletters, etc. - continuing our efforts to “go green” and remain budget friendly, we will produce most of our communication online via our websites and social media.
2. **E-mail Communication** - TVUSD utilizes Blackboard communication systems for sending regular communication to our families, staff, and students via email, phone, and texting. We have also established a listserv* that individuals can sign up for on our website. This gives us the ability to send periodic notices to them including links to our latest publications, news items, board agendas, etc.
3. **Publications Posted Online/SMORE** - We can save paper and time by providing the majority of our printed materials on our district and school websites.
4. **Online Message Board** - Using K-12 Insight Let’s Talk - An online message board on our web site provides the community with a 24/7 communication tool to use for two way communication on a variety of topics. This is also an effective way for the Board of Education to gauge community sentiment.
5. **Social Media** - Using social media platforms such as Facebook, Twitter, YouTube, etc., to share news and information. Join local community groups, Temecula Talk, Murrieta Talk, French Valley Chat, City of Temecula, Chamber, etc., to connect with families and the community at large.

Key Messages (Our mission statement drives the brand)

TVUSD's mission statement is "High quality teaching and learning for all." Administration has also established a collective why statement "Inspiring Excellence. Impacting the Future."

These two statements are considered TVUSD's branding statements. All staff and stakeholders will be encouraged to know the mission and branding statements. The statements are to be included on all district and site materials including brochures, newsletters, displays, policy documents, advertisements, and letterhead. When conducting media interviews or speaking to parents and public audiences about issues in education, these are the messages that are built into speeches, presentations, and displays about our district.

Measuring Outcomes

Different measurements work best in different situations

1. **Benchmarking** - will be used to ascertain what communication strategies are in use in other school districts
2. **K-12 Insight Dashboard** - will be utilized to collect data and information about key topics, concerns, and areas of focus
3. **SMORE Newsletter** - read response rate
4. **Key Communicators** - will be utilized to collect information and perceptions
5. **Surveys/Feedback Loops** - will frequently be used to find out exactly how people feel and collect quantitative information
6. **Google Analytics** - will be utilized on websites to help determine pages and areas of interest
7. **Trend Analysis** - utilize anecdotal information
8. **Evaluate** effectiveness of current communication tools



Public Information Office Services

1. Publications

The public information office develops, responds, posts, and distributes a variety of informational materials for students, parents, the community, staff, realtors, and others interested in learning more about the district

- Topic specific newsletters and social media postings

2. Media Relations

- The public information office serves as the district's media liaison, providing schools and departments with public relations assistance and training and resources for effective media relations. .
- Routine contact will be established with all local media sources via established contact for the promotion of stories.

3. Community Relations

The public information office in coordination with the superintendent will foster connections between the district and community organizations. The following are examples of the outreach efforts that the superintendent and pio are currently involved with. We continue to look for opportunities to expand our efforts.

Meeting with Temecula City Manager –Quarterly

Student of the Month Temecula Chamber Event - Monthly

Temecula Trekkers (Real Estate Group) - August

Rotary - Monthly

Superintendent's Council Staff Meetings (Open Volunteer Attendance Forum)-Quarterly

Temecula Education Foundation - Monthly

Monthly Meetings with TVEA President

Member of the Legislative Advisory Committee through RCOE

College and Career Fair Planning Committee

Principal Meetings - Bi-weekly

Leadership Team Meetings –Monthly

Athletic Advisory Council - Every other month

PTA Council Meetings - Presentations as requested

DELAC Council Meetings –Presentations as requested

Site Secretaries Meetings –Quarterly

RCOE County Communicators Network Meetings– Quarterly

CAP Meetings

School Site/Classroom Visits

Dollars for Scholars Donor Meet and Greet Event - Annual

Assistance League—Board of Directors/Operation School Bell Program Liaison

4. Coordination, Assistance, and Attendance - Current Special Events

- Temecula Chamber Student of the Month Program
- Dollars For Scholars Annual Events
- Temecula Education Foundation Annual Events
- Assistance League - Operation School Bell
- City of Temecula Hosted Annual College and Career Fair
- PTA Founders Day Event
- Alumni Recognition
- Annual Retirement Event
- Staff Recognition Programs
- Arts Educator and Alumni Wall of Fame Event
- Graduations
- Other

5. School and District-Wide Technology Communication Tools

The public information office has developed a community listserv that parents and other community members can sign up for to receive project specific update emails via the Internet. Additionally, we utilize K-12 Let's Talk Platform. Additional communications sent via Facebook, Twitter, and other social media forums. The District also offers email, telephone and text communication via a platform called Blackboard for attendance, nutrition, transportation calls and district/school to home communication. School site/teacher to home email communication is also available through our student information system called Infinite Campus. We also use survey platforms. We have added SMORE newsletters as a tool this year. We continue to explore options to add and link additional tools.



6. News Bulletins

To help schools receive recognition, and keep the public informed about our schools, the following test will help determine the newsworthiness of activities for media coverage

- Is it new, happening for the first time, unique, or district wide?
- Is it an annual event that has grown over time?
- Is it happening in the near future?
- Is it something that is garnering state or national attention?
- Is it visual?
- Is it a natural human-interest "heart-warming" story?

If schools answer yes to any of the above questions, the public information office will do the upfront publicity for them – the schools will email the who, what, where, when, why, and the name of a contact person.

7. Shared Google Folder for Photo Uploads

The public information office has established google folders for each school site that they can upload photos of site events and activities to be displayed on the District's website and in publications.

8. Staff and Student Awards and Recognition

If a school or site wants to see an employee recognized for something extra they do, e.g., receiving a grant, being named Teacher of the Month, etc. – the public information office will assist with the publicity. The office also covers board meetings and comes to the sites to take photos of special events, as requested.

9. Flyer Approval

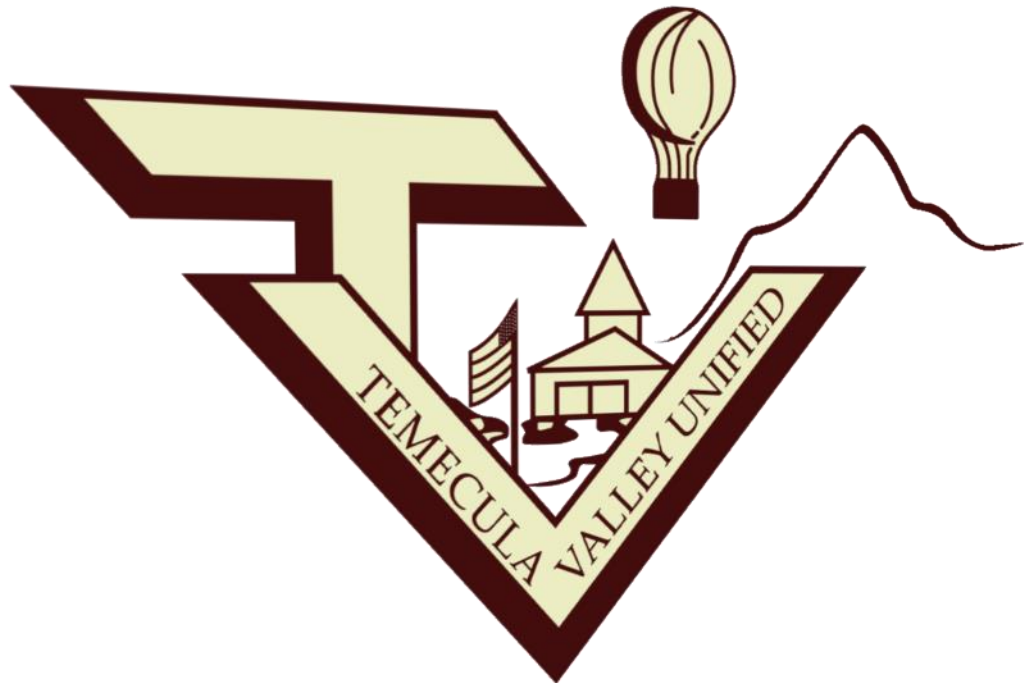
- Flyer approval is online through a program called Peachjar. The public information office serves as a link for assistance with the approval process.

10. Special Project Assistance

Schools and departments can contact the public information office to request assistance in:

- Communication planning and training
- Formatting newsletter and other promotional pieces
- Covering and garnering media attention for events
- Assisting in preparing presentations
- Disseminating information
- Website assistance
- Blackboard all call system assistance
- K-12 Let's Talk system
- SMORE newsletter
- Community and business contact for assistance with promoting events





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