

Wayne Township Public Schools District Communications Program Overview

June 6, 2013

Presentation to the Board of Education

Communications Program Overview

District Goal #2: Communications – Improve communication among all members of the Wayne school district in order to share important information about the school district in a way that is timely, meaningful, and responsive to the needs of the community.

Effective communication is critical to student success by strengthening the tie between the school and the home.

Keys to Successful Communications

- **Meaningful**
 - Relevant
 - Responsive to needs
- **Timely**
 - Provided quickly
 - Provided consistently
- **Multiple forms**
 - Print
 - Digital
 - Personal

Role of the Superintendent

- To oversee the implementation of a high quality academic program that meets the needs of ALL students in order to prepare them for the college and/or career of their choice.
- To foster a positive communications program to engage the school community in the academic process and provide opportunities for inquiry, feedback, and additional information.

Wayne Communications Highlights

- Update to district and school websites
- Creation of social media presences
- Expansion of mass communication system through use of email and text messaging
- Implementation of the parent portal
- Strengthen ties to local media partners resulting increased coverage about school district
- Development of Board communications standard operating procedure

Role of Communications Professionals

Provides:

- Communication counsel and consultation
- Public opinion research
- Communication training & workshops
- Communication materials (*i.e. Web content, correspondence, speeches, etc.*)
- Public information campaign via hub-and-spoke network (*i.e. Media relations, social media, etc.*)

The Value of Communication

- Communication enhances parent/community involvement which improves student academic achievement
- Communicate fosters public awareness and understanding and aids informed decision-making
- Communication impacts the district's reputation, building internal morale, and creating an atmosphere conducive to education and enlightenment.

And the Survey Says...

According to December 2012 Survey

- 77% of poll respondents had favorable opinion of school district
- 63% of poll respondents believe WTPS currently communicates effectively with its publics
- Only 40% believed in the past, Wayne Township Public Schools communicated effectively with its various publics.