# BROOKFIELD PUBLIC SCHOOLS

"Create Your Tomorrow"

### **COMMUNICATIONS PLAN**



BROOKFIELD PUBLIC SCHOOLS 100 POCONO ROAD BROOKFIELD, CT 06804

"Create Your Tomorrow"

## OUR COMMUNITY STAKEHOLDERS

Each stakeholder plays a valuable role in supporting the Brookfield Public Schools

- Certified Staff
- Support Staff Employees
- •Administrators
- Professional Support Staff
- Current Students
- Board of Education
- Parents
- Law Enforcement
- •Alumni
- Taxpayers of Brookfield
- Business Leaders
- •Media
- Parent-Teacher Organizations
- Civic Leaders
- •Elected Officials
- •Neighboring School Districts
- Residents without Children in the District Schools

#### How we communicate ...

- School Messenger
- •Twitter
- Facebook
- School website
- •Channel 194
- Danbury News Times
- Brookfield Patch
- Newsletter

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## **COMMUNICATION PLAN AIMS**

- 1. Develop collaborative relationships with the community to strengthen the support of the Brookfield Public School District.
- 2. Develop steps to increase support and awareness of the District's goals and programs.
- 3. Develop a flowchart of information sharing for both internal and external communication regarding crisis management.
- 4. Establish an employee communication flowchart for internal communication. Establish a parental communication flowchart.
- 5. Identify and promote a variety of methods to ascertain feedback.
- 6. Promote Brookfield Public School District, the "Create Your Tomorrow" slogan and the "B" logo as the District's brand.
- 7. Maintain a positive and proactive media relations program with local and state entities to continue to enhance the image of the Brookfield Public School District.
- 8. Provide ongoing training and support for administrators and key staff in effective communication with staff and the public.

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### **ACTIONS**

## Aim 1. Develop collaborative relationships with the community to strengthen the support of the Brookfield Public School District.

- •Develop a list of key communicators and define methods of collaborative communication.
- •Promote volunteer opportunities in schools and departments.
- •Arrange for a District representative to attend community meetings when possible.
- Consider developing a Brookfield Alumni Association.

## Aim 2. Develop steps to increase support and awareness of the District's goals and programs.

- •Design materials for distribution throughout the Town.
- •Implement, maintain, and expand District social media presence.
- •Maintain a uniform and up-to-date website while enhancing user experience with the website.
- •Produce a video of District events to support internal and external communications.
- •Utilize new technology to modernize and streamline communication of the District's goals.
- •Develop and mail an annual and midyear newsletter to each residence.

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### **ACTIONS**

## Aim 3. Develop a flowchart of information sharing for both internal and external communication regarding crisis management.

•Develop communications protocols associated with law enforcement and shared communication protocols.

## Aim 4. Establish an employee communication flowchart for internal communication. Establish a parental communication flowchart

- Create standardized District templates for printed and electronic materials.
- Identify and disseminate appropriate protocol for professional communication when utilizing District resources.
- Make all employees aware of policies and protocols.

## Aim 5. Identify and promote a variety of methods to ascertain feedback.

- Develop a process for receiving, tracking, and responding to complaints.
- Regularly seek feedback by conducting surveys to identify concerns and take suggestions.
- Host listening forums.

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### **ACTIONS**

## Aim 6. Promote the Brookfield Public Schools, the "Create Your Tomorrow" slogan and "B" logo as the District's brand.

- •Proactively brand the Brookfield Public School District to increase positive public opinion and recognition of the District and schools.
- •Promote and expand the presence of the "Create Your Tomorrow" slogan the "B" logo on printed and electronic materials.
- •Promote the District and its services, programs and upcoming events throughout the community.

## Aim 7. Maintain a proactive media relations program with local and state entities to continue to enhance the image of the Brookfield Public School District.

- •Coordinate with local cable television to increase programming contributed by the District.
- •Develop all press releases utilizing standardized format.
- •Produce and distribute regularly occurring videos discussing news, projects and occurrences throughout the District.

## Aim 8. Provide ongoing training and support for administrators and key staff in effective communication with staff and the public.

- •Conduct Professional Development for administration in communicating with the media.
- •Conduct Professional Development for administrators and teachers in strategic conversations/feedback