Comprehensive Communications Plan

Commincations Committee

Kyle Boyles, *Head of School*

Amanda Ledbetter, *Admissions Director & PR Manager*

Alexis Mannion, *Office Manager*

Beverly Long, *Registrar & IT Coordinator*

Renee Kimbrell, *Receptionist*

Lee Ann Ballew, *Board Member*

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***Mission**: Built on a foundaiton of Christian faith, Oakbrook educates students to be independent learners in a changing world.*

***Vision**: To be an exemplory educational community where individuals discover and cultivate their God-given potential.*

Oakbrook Preparatory School is committed to open, honest and ongoing communication with our school community. We understand that maintaining a two-way conversation with parents and community members is essential for building relationships. These relationships are the foundation for a strong school.

This communications plan was designed to establish a comprehensive and integrated communications process for effective communication. Annual objectives are tied directly to the objectives set by the school for achieving its goals.

The plan is a working document that is reviewed on an annual basis by the administration. It is used as a basis for the school's accountability, as well as for providing a framework for future resources and budgetary consideration.

The Comprehensive Communications Plan is intended to do the following:

1. Implement a communications plan that helps achieve our strategic goals.
2. Foster strong relationships with stakeholders.
3. Provide direction for messages/methods in support of the school's goals.
4. Enable the school to present itself accurately to audiences.

Oakbrook Preparatory School Long-Range Plans

Goal 1: Integration of Faith and Learning

Goal 2: Faculty Investment and Development

Goal 3: Comprehensive Marketing and Recruitment

Goal 4: Facilities to Accommodate Growth

Goal 5: Board Governance

The Communications Committee provides leadership, counsel and training in order to accomplish the following communication goals. Goals are listed in no particular order of priority and should be recognized as integrated activities for achieving long-term success.

1. Develop and maintain positive, collaborative relationships with all school community members to strengthen support for the school.

2. Use a variety of media to maximize awareness and support of the school's goals, objectives and programs.

3. Establish an effective employee communication plan to improve internal communication and employee engagement.

4. Establish strong, positive connections between individual schools and their communities.

5. Achieve coordinated communications, both internally and externally, using Web and mobile systems to improve effciencies and promote effective channels.

6. Create key messages and talking points to establish "one clear voice" throughout all communication channels.

7. Establish a clear brand identity for the school and build on that image and reputation.

8. Maintain a proactive media relations program to enhance the school's image on local, state and national levels.

9. Use effective operational practices to provide good customer service, increased effciency and quality printed materials.

The following resources will be used to evaluate and measure the effectiveness of this communication plan:

- Staff survey
- Parent survey
- Website analytics
- Media coverage
- Social Media
- Mobile App
- Community feedback/Town Hall meetings

Communications Planning Worksheet

Strategic communications planning is essential for any initiative. This worksheet is used to ensure the various planning components are addressed.

1) GOALS: (Broad statement of purpose – must be tied to goal areas)

1. Integration of Faith and Learning
2. Faculty Investment and Development
3. Comprehensive Marketing and Recruitment
4. Facilities to Accommodate Growth
5. Board Governance

2) OBJECTIVES: (Specifc, Audience, Outcome, Measurement/Attainment Level and Time Frame)

3) STRATEGY: (Approach to achieving the objectives)

4) AUDIENCES: Who needs to know?

1. Internal
2. External

5) MESSAGES: What do they need to know? Why?

1. Why is this change/action/event taking place?
2. What does this mean for me? What is the impact to me?
3. What do I need to do? Is there an action required of me?

Messages to be communicated to _____ (audience)

1.

2.

3.

Messages to be communicated to _____ (audience)

1.

2.

3.

6) TIME LINE: When do they need to know?

7) TACTICS/ACTIVITIES: How will messages be communicated?

Internal

External

8) COMMUNICATION CHANNELS

9) BUDGET CONSIDERATIONS

10) EVALUATION: How will we know the message has been received?

R - Research

A - Analyze

C - Communicate

E - Evaluate

Internal Audiences

Board
Administration
Staff
Students
Parents
Grandparents

External Audiences

Business leaders
Media
Civic Leaders
Legislators
Religious leaders
Private and parochial schools in area
Neighborhood groups
New residents
Neighboring school districts
Upstate residents
Prospective families
Senior citizens

Desired Behaviors and Attitudes

Through plan implementation, the following desired behaviors and attitudes are the focus:

Internal Audiences

- Take pride and ownership in the school.
- Keep informed of key issues.
- Work as a high-performing organization whose employees respect and value customer feedback.
- Exhibit school values of caring, integrity and collaboration.

External Audiences

- Awareness of the mission and programs of the school.
- Support the school and its programs.

Communication Channels

The school can more effectively provide consistent and unifed messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels the school uses:

Communication Vehicles:
Electronic

Director weekly emails
Teacher emails
Knightly News (monthly newsletter)
Board Update
Facebook
Twitter
YouTube
RenWeb and RenWeb Mobile App

Communication Vehicles:
Media

Print newspapers
Broadcast stations
Local magazines
Radio stations
Annual Report to the Community
Advertising
Targeted mailing lists

Communication Vehicles:
Interpersonal

Parents Club meetings
Town Hall meetings

Type of Information	Website	Mobile App	Text Alerts	Email	Social Media	Video
Emergency Alerts	√	√	√	√	√	
Public Relations	√				√	√
Event Promotion	√	√		√	√	√
Special messages	√	√		√	√	√
Important reminders	√	√	√	√	√	
Forms and documents	√			√		
Campaigns	√			√	√	√
Parents Club Infotmation	√			√	√	

Key Messages

Key messages are the master narrative and essence of what Oakbrook needs to communicate. It's the bite-size summations that articulate: what we do, what we stand for and what value we bring to the community.

Communication cannot always be controlled; key messages can. Messaging helps a school district do the following:

- Prioritize and crystallize information.
- Ensure consistency, continuity and accuracy.
- Measure and track success.
- Stay focused when speaking with media or our school community.

Careful attention needs to be paid to key messaging.

• Concise: Optimally three key messages on one page; each statement only one to three sentences in length or under 30 seconds when spoken.

• Strategic: Define, differentiate and address benefits/value proposition.

• Relevant: Balance what needs to be communicated with what the audience needs to know.

• Compelling: Meaningful information designed to stimulate action.

• Simple: Easy-to-understand language; avoid jargon and acronyms.

• Memorable: Easy to recall and repeat; avoid run-on sentences.

• Tailored: Effectively communicates with different target audiences, adapting language and depth of information.

Administration will hold regular training sessions for new and returning staff at the beginning of each academic year and as needed to ensure consistency.

Key Messages: Communication Plans and Projects

Create individual communication plans for implementing any major initiative or changes in system practices and programs.

Message	BOD	Kyle	David	Nancy	Vickie	Dawn	Alicia	Amanda	Travis
Curriculum		√		√	√	√	√		
Student Achievement		√		√	√	√	√		
Athletics		√							√
Preschool/ Lower School		√			√				
Middle School		√				√			
Upper School		√		√					
Internal Relations/ Parents Club		√						√	
External Relations		√						√	
Financials		√	√						
Board Updates	√	√							