



STRATEGIC COMMUNICATION PLAN

BRYANT PUBLIC SCHOOLS
200 NW 4TH
BRYANT AR 72022



BRYANTSCHOOLS.ORG
501 847 5600

– 3 – **INTRODUCTION**

– 4 – **ONGOING COMMUNICATION EFFORTS**

– 6 – **AUDIENCES AND STAKEHOLDERS**

– 7 – **IMAGE AND BRANDING**

Objective One

Create and promote a new identity to represent the quality and mission of Bryant Public Schools.

Goal One: Engage staff, students, parents and the community in development of a new district logo.

Goal Two: Develop branding guide.

Goal Three: Integrate new logo online and on printed documents throughout the district.

Goal Four: Create branding materials to promote district.

Goal Five: Share facts about Bryant Public Schools through the Annual Report to the Public.

Goal Six: Highlight the opportunities and successes created by the district.

Goal Seven: Use social media to recognize student and faculty achievements.

– 11 – **COMMUNITY ENGAGEMENT**

Objective Two

Inform and involve stakeholders in district budget, facilities, ongoing challenges and successes.

Goal One: Provide ongoing district updates to all stakeholders.

Goal Two: Develop feedback loops to engage parents and other community stakeholders in problem solving and decision making.

Goal Three: Establish school and community advisory groups.

Objective Three

Make district’s online presence stronger.

Goal One: Successfully launch Bryant Public Schools App.

Goal Two: Keep district and school websites fresh and current.

Goal Three: Develop social media presence for each school in district.

Objective Four

Engage staff and public in the strategic planning process.

Goal One: Work with stakeholders to develop a five year strategic plan to guide Bryant Public Schools in its mission.

Objective Five

Pass a millage.

Goal One: Inform and educate stakeholders of the need for a millage increase to fund facilities.

– 17 – **EVALUATION AND MEASUREMENT**

– 18 – **CONCLUSION**

STRATEGIC COMMUNICATION PLAN

This Strategic Communication Plan will serve as a guide for Bryant Public Schools communication strategies.

It will ensure the communication efforts align with the district's goal which states "open and honest communication is fostered among school staff, students, families and the community."

District Vision

Bryant Public Schools will be the state's premier provider of educational services.

District Mission

Bryant Public Schools create opportunities for academic and personal success to ensure all students are future ready.

ONGOING COMMUNICATION EFFORTS

The Director of Communication is responsible for meeting the communication needs of the Bryant School District. The following activities are part of ongoing communication efforts:

MEDIA RELATIONS

The Director of Communication works to publicize Bryant's good news, events, activities and awards. The office serves as a liaison between schools, the district and the media. A strong relationship with the media is important in promoting district, student and staff accomplishments.

PUBLIC RELATIONS COUNSEL AND TRAINING

The Director of Communication develops and executes communications plans and provides public relations, marketing and communications counsel on issues that impact schools, departments and the district. The Director of Communication provides communication support on district initiatives, written material, talking points, key message development, media requests, etc.

CRISIS COMMUNICATION

The Director of Communication provides communication support to schools and district leaders during building and campus lockdowns, and other crisis situations and/or emergencies, including crisis media relations when schools have experienced a major incident.

EMPLOYEE COMMUNICATIONS

The Director of Communication provides district news and announcements to Bryant staff and employees.

other publications and social media

ANNUAL REPORT

The annual report showcases district achievement and accomplishments of the past school year. It serves as an accountability tool for our stakeholders.

The annual report is produced each year. Copies are posted online, provided at the Annual Report to the Public, and distributed to each of the schools. Members of the public may request a printed copy.

SOCIAL MEDIA

Bryant's Facebook and Twitter social media accounts provide real-time district and school news to the community. The accounts are used as a tool to relay information of school closures, emergencies, good news and events. The accounts aim to engage parents and the Bryant community about district meetings and events and post student and staff pictures and achievements. Use of social media also allows the district to directly engage with individual students, parents, and patrons. While not as developed as the District Facebook and Twitter accounts, Instagram is used to share photos from around the district. The BHS A/V Tech Department assisted with launching a YouTube channel to tell the story of Bryant Schools.

BRYANT PUBLIC SCHOOLS WEBSITE

The district's website, www.bryantschools.org, is a comprehensive source of information about district programs, schools, curriculum, policies, events and operations. It was designed to meet the information needs of parents, students and the community. A new site design was launched in August 2015; a major site update went online in August 2016.

A full time Website Administrator manages web design, deployment, development and maintenance on the district and school websites.

TYPES OF AUDIENCES & STAKEHOLDERS

Note: The importance of communicating often with students cannot be overlooked. Students provide insight unique to their learning experiences at district schools.

Internal Audiences

Students and parents
School and district faculty and staff members
Board of Education

Desired behaviors and attitudes:

- Represent the district mission of “Creating Opportunities for Success” for each student in our schools.
- Take pride and ownership in the district.
- Keep informed of key issues and share information.
- Work as a high-performing organization whose employees celebrate and value one another.
- Represent the organization with professional interactions with the public.

External Audiences

Students
Parents
Patrons of the District
Senior citizens
Business leaders
Media
Parent-Teacher Organizations
Civic leaders & Organizations
Volunteer Fire Departments
Realtors
Employers within and outside of Saline County
Legislators
Religious leaders
New residents
Residents without children
Prospective residents

Desired behaviors and attitudes:

- Feel involved and engaged in their public schools.
- Exhibit community pride and trust in schools and the district.
- Support the Bryant School District and millage initiatives.
- Choose to enroll in Bryant Public Schools because of its opportunities for students.

IMAGE AND BRANDING

Objective One

Create and promote a new identity to represent the quality and mission of Bryant Public Schools.

The District completed a comprehensive strategic planning process that clearly defined a new mission and vision. This provides an excellent foundation and framework to begin a branding initiative and new identity design. The District has a unique opportunity to create a meaningful new identity that truly represents the quality of Bryant School to our community.

The new school district logo will be a symbol to represent our mission. Our brand is not something the district owns, but the perception of our community.

Goal One

Engage staff, students, parents and the community in development of a new district logo.

STRATEGY

Offer logo design challenge to secondary students.

TACTICS

- Promote and publicize Logo Design Challenge, targeting graphic art, visual art, journalism and engineering teachers and students.
- Make public aware of Logo Design Challenge on district website and through social media.
- Provide stakeholders the opportunity to select the new logo through a voting process.

Goal Two

Develop branding guide.

STRATEGY

Provide guidelines for appropriate usage of new logo.

TACTICS

- Share branding guide and expectations with faculty and staff.
- Post branding guide online.
- Provide training for proper usage of new logo.
- Trademark new logo through Amateur Sports Licensing.

IMAGE AND BRANDING

Objective One

Create and promote a new identity to represent the quality and mission of Bryant Public Schools.

Goal Three

Integrate new logo online and on printed documents throughout the district.

STRATEGY

Replace District seal with new logo and modern design aesthetics.

TACTICS

- Replace seal with new logo on website and social media sites.
- Design and print new business stationery (letterhead, envelopes, business cards).
- Replace seal with new logo on official district documents and forms.
- Replace logo on banners, posters and signs as district finances allow.

Goal Four

Create branding materials to promote district.

STRATEGY

Develop promotional materials through video, photos and printed documents.

TACTICS

- Share short “Success Story” videos featuring students and staff online.
- Place “Picture of Success” themed posters in prominent areas of district and schools.
- Produce printed and online materials about Bryant.
- Public Schools to include district and school profiles; staff recruiting materials; and realtor information for new/potential residents.

IMAGE AND BRANDING

Objective One

Create and promote a new identity to represent the quality and mission of Bryant Public Schools.

Goal Five

Share facts about Bryant Public Schools through the Annual Report to the Public.

STRATEGY

Promote the Annual Report to the Public during the November work session.

TACTICS

- Advertise annual report presentation on website, social media and local news sources.
- Send report to parents and staff by email.
- Post online.
- Highlight key points periodically through social media.
- Explore methods to share with larger audience (virtual town halls, combine with individual school annual reports; deliver report at schools throughout district; create video to loop during parent/teacher conferences or other school/district events; invite business community to participate.)

Goal Six

Highlight the opportunities and successes created by the district.

STRATEGY

Use “One Thing I Love About Bryant Public Schools” graphics to individualize and emphasize programs in the district.

TACTICS

- Interview and photograph students and staff.
- Integrate graphics in printed materials, social media, website and e-Newsletter.



IMAGE AND BRANDING

Objective One

Create and promote a new identity to represent the quality and mission of Bryant Public Schools.

Goal Seven

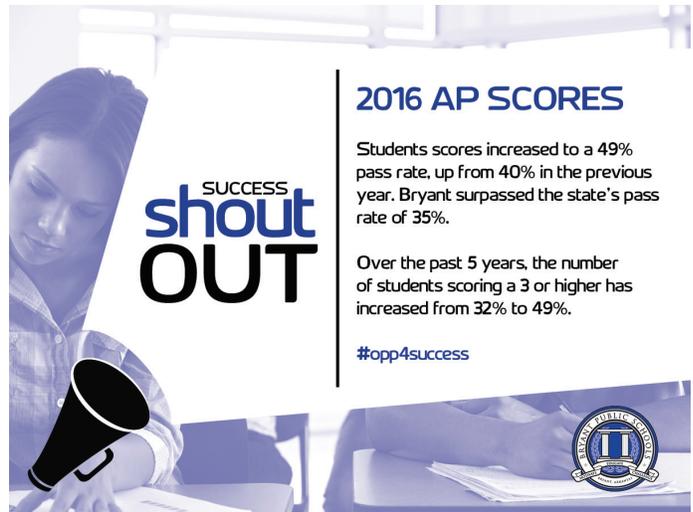
Use social media to recognize student and faculty achievements.

STRATEGY

Create Success Shout Out graphics

TACTICS

- Post Success Shout Outs on Facebook, Twitter and Instagram.
- Use hashtag **#opp4success** on stories demonstrating "Creating Opportunities for Success."



COMMUNITY ENGAGEMENT

Objective Two

Inform and involve stakeholders in district budget, facilities, ongoing challenges and successes.

Goal One

Provide ongoing district updates to all stakeholders.

STRATEGY ONE

Publish monthly e-newsletter, Success Happens Here.

TACTICS

- Send e-newsletter to staff, parents, key communicators through email.
- Post e-newsletter on website and social media.
- Printed copies will be made available in schools and district offices.
- Distribute copies through public library.

STRATEGY TWO

Publish district content in newsletters produced by community partners.

TACTICS

- City of Bryant newsletter distributed in water bills and posted online.
- Contact city departments in all areas of district (Examples: Shannon Hills, Salem, First Electric Coop, etc) to establish regular publishing schedule.

Goal Two

Develop feedback loops to engage parents and other community stakeholders in problem solving and decision making.

STRATEGY ONE

Create opportunities for stakeholders to be informed and engaged.

TACTICS

- Use interactive social media platforms (Examples: Twitter Chats, Facebook Live, Virtual Town Halls, Periscope, ThoughtExchange).
- Use online surveys for feedback on specific topics.
- Survey parents before making large scale changes affecting students.

COMMUNITY ENGAGEMENT

Objective Two

Inform and involve stakeholders in district budget, facilities, ongoing challenges and successes.

Goal Three

Establish school and community advisory groups.

STRATEGY ONE

Identify recognized community leaders to engage in conversation with school and district administrators.

TACTICS

- Keep advisory group members informed by sending monthly e-newsletter.
- Educate members on need for and information about millage.
- Ask for feedback on particular issues.
- Identify platforms for advisory leaders to message to community.
- Encourage advisory leaders to seek out and share concerns with leadership.

COMMUNITY ENGAGEMENT

Objective Three

Make district's online presence stronger.

Goal One

Successfully launch Bryant Public Schools App.

STRATEGY ONE

Build app through Blackboard Connect/ParentLink.

STRATEGY TWO

Inform and educate parents and public about app.

TACTICS

- Promote app using posters, flyers, and announcements in schools.
- Promote app to parents using email and text.
- Promote app to public through website, social media, local news articles and public announcements at athletic events.

Goal Two

Keep district and school websites fresh and current.

STRATEGY ONE

Provide an opportunity for schools and departments to gather content for Communication Department.

TACTICS

- Principals/directors select staff member responsible for delivering content.
- Web Administrator provides training to those individuals on appropriate content and proper format.
- Information posted online after approval from Director of Communication or Web Administrator.

STRATEGY TWO

Director of Communication will visit schools to photograph, interview and write student/staff stories and successes.

COMMUNITY ENGAGEMENT

Objective Three

Make district's online presence stronger.

Goal Three

Develop social media presence for each school in district.

STRATEGY

Work with principals to launch or enrich Facebook and/or Twitter sites.

TACTICS

- Train on use of social media tools.
- Provide best practice methods and ideas for content.

COMMUNITY ENGAGEMENT

Objective Four

Engage staff and public in the strategic planning process.

Goal One

Work with stakeholders to develop a five year strategic plan to guide Bryant Public Schools in its mission.

STRATEGY ONE

Inform staff and public of process and how to become involved.

TACTICS

- Distribute press releases.
- Web article along with social media posts.
- Describe process through e-Newsletter.

STRATEGY TWO

Invite staff and public to participate.

TACTICS

- Distribute press releases.
- Notify parents through email and backpack flyers.
- Post on social media and purchase advertising through social media.
- Engage volunteer sign up through e-Newsletter.
- Text and push notification reminders through Blackboard and district app.

STRATEGY THREE

Upon completion, create awareness of strategic plan.

TACTICS

- Distribute press releases.
- Notify parents through email.
- Post on social media and purchase advertising through social media.
- Text and push notification reminders.

COMMUNITY ENGAGEMENT

Objective Five Pass a millage.

Goal One

Inform and educate stakeholders of the need for millage increase to fund facilities.

STRATEGY ONE

Inform public of need for facilities.

TACTICS

- Develop toolkit with video, handouts and presentation of millage proposal for community groups and patrons serving as ambassadors.
- Create video and web stories.
- Organize actual and virtual tours of facilities.
- Create website for millage information.

STRATEGY TWO

Equip staff with information to insure they are educated about the millage.

TACTICS

- Inform staff of millage proposal at January 2 professional development.
- Develop toolkit to include key facts, social media posts, graphics.
- Provide election protocol for school employees.

STRATEGY THREE

Partner with community groups to provide millage information.

TACTICS

- Develop toolkit to include key facts, social media posts, graphics.
- Identify and attend community events to share information.
- Attend and present facts to civic groups.
- Seek opportunities to engage local realtors.
- Inform city officials and business owners.
- Invite advisory groups to be part of the process.

STRATEGY FOUR

Inform public of election details.

TACTICS

- Provide early voting, absentee and election dates and polling sites.
- Provide voter registration information.
- Provide information on how to determine eligibility to vote.

EVALUATION AND MEASUREMENT

The following resources will be utilized to evaluate and measure the effectiveness of this Strategic Communication Plan.

SURVEYS

Community survey
Parent survey
Employee survey
Advisory group survey

MONITOR COMMUNITY FEEDBACK

Advisory groups share information from the community

MONITOR MEDIA HITS

ANALYTICS

Facebook friends, Twitter followers, Instagram followers, YouTube hits
Website usage

Data collected from Blackboard messaging efforts (district, school)

MOBILE APP

Downloads at initial launch
Ongoing downloads and associated analytics

WEBSITE ANALYTICS

CONCLUSION

The strategic plan is an outline for communication efforts. Should the needs of Bryant Public Schools change, this plan will be altered and updated to reflect new goals.

A more detailed and specific Communication Plan with key audiences, tactics and time lines will be developed for a successful millage election.