



MOD for Schools: School District Communication Services

Strategic Communications Plan

INCLUDES

1. Audit of existing district communications, strategic plan, survey results or research
2. In-person or telephone meetings with administrators, school board or communications team
3. Goal and priority setting with admin team
4. Assessment of the impact and credibility of current communications efforts
5. Identify communications gaps and opportunities
6. Identify where technology can enhance the communications efforts, using social media and email capabilities
7. Develop specific messages, wording, and opportunities to improve communications
8. Working budget estimates and communications calendar

DELIVERABLE

We will deliver a comprehensive, written and bound communications report, which will include:

- Summary and review of existing policies and printed material.
- Summary of comments from existing focus group participants or survey responses
- Practical, recommendations to improve communication efforts over the next 6-12 months.
- A ballpark budget with costs and time commitments required for the tactics and collateral development, so you can prioritize resources and get the biggest bang for your investment in communications.

We will also present a Powerpoint overview of the communications plan to your administrative team. If you need help executing newsletters, email marketing or other communications tactics, we are the specialists in school communications.