



**Communications &
Community Relations Plan
2021-2026**

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District Mission

In collaboration with our families and community, Spencer-East Brookfield Regional School District is committed to providing dynamic learning opportunities that inspire, develop, and support every student.

District Vision

Spencer-East Brookfield Regional School District...A proud community inspiring and encouraging intellectual, social, physical and creative excellence for every student - so that they are prepared for an ever-changing global society.

District Goals

1. Ensure a safe and secure environment for every student and staff member.
2. Promote and foster a district culture of unity, trust, civility, and professionalism.
3. Expand teacher collaboration opportunities through professional learning communities.
4. Close achievement gaps and improve MCAS scores in all areas.
5. Encourage and strengthen teacher and student relationships.
6. Improve student behavior management practices and support on all campuses.
7. Adopt and manage a fiscally responsible budget that supports district goals.

Annual District Priorities

The Spencer-East Brookfield Regional School District's priority and overall commitment is to provide honest, transparent, and consistent communication with our stakeholders daily, weekly, monthly, and on a bi-annual and annual basis through multiple outlets. We understand that maintaining open, two-way communication with stakeholders is essential for building relationships. We have diverse outreach needs and know that strong relationships are the foundation for an effective partnership between our parents/families, our students, the communities we serve and the regional school district.

Department Introduction

As highlighted above, the Spencer-East Brookfield Regional School District is committed to honest, transparent, and consistent communication with our stakeholders. We understand that maintaining open, two-way communication with stakeholders is essential for building relationships. We have diverse outreach needs and know that strong relationships are the foundation for an effective regional school district.

The purpose of the Spencer- East Brookfield Regional School District Communications and Community Relations Plan is to present a clear and concise framework for engaging and communicating with both internal and external audiences in our school community. Providing frequent, clear communications is key to building trust and loyalty to the district. This plan is aligned with district goals and priorities, designed to be both proactive and interactive, and will be reviewed annually for effectiveness.

The success of the Spencer-East Brookfield Regional School District Communications and Community Relations Plan depends heavily on the support and involvement of all staff members. Communication and community outreach is a part of every job in our school district. Planning for and requiring shared responsibility will ensure that the entire organization is dedicated to delivering a timely, unified message to the appropriate audiences.

Communications Staff Members

- Superintendent of Schools – Paul S. Haughey, Ed.D.
- Executive Assistant to the Superintendent – Denise Avolese
- Assistant Business Administrator – Melissa Farrow
- District Registrar – Melissa Pervier
- Network Administrator – Christian Gemme
- Technology Department Level I Technician – Daniel Burque

Target Audiences

Internal Audiences

- Faculty
- Administrators
- Support Staff
- School Committee

External Audiences

- Students
- Parents
- Parent-Teacher Organizations
- Prospective Employees
- Prospective Residents
- Neighborhood Groups
- Community Partners
- Business Leaders
- Civic Groups
- Elected Officials
- Faith-based Groups
- Media

Communication Channels

Electronic

- District, School Websites
- News Feed (District Website)
- Superintendent Newsletter/Blog (District Website)
- School District App
- Email
- Social Media
 - Facebook, Instagram, Twitter

Media

- **Choose SEBRSD** Press
 - Staff Spotlight Articles
 - Student Articles/Youth Focus
 - Press Releases
- Television Broadcast Stations
 - SEBRSD School Committee Meetings (SCA, Facebook Live & YouTube)
 - SEBRSD Talk Show (SCA & YouTube)

Recommended Communication Frequency

- Daily - Facebook, Instagram, Twitter
- Weekly - Website, Newsletters/blog, Panther Press student articles and youth focus
- Monthly - Cub Connection newsletter, Communications Scorecard, Superintendent Newsletter, Principal Newsletter
- Six Weeks – Panther Press insert, 60 Seconds with Superintendent video
- Bi Annual - VIP newsletter (spring, fall)
- Annual - Superintendent's Annual Report

Communication & Community Relations Goals

1. Establish a clear brand identity for the district to build our image and reputation.
2. Utilize a variety of media to maximize awareness and support of the district's goals, priorities and programs.
3. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Spencer-East Brookfield Regional School District.
4. Promote community involvement and build partnerships that serve to enhance the educational experience of Spencer-East Brookfield Regional School District students.

Strategies to Meet Communication & Community Relations Goals

Goal 1: Establish a clear brand identity for the district to build our image and reputation.

Strategies

- Provide ongoing training and technical assistance to staff members in public relations, social media, and other communication skills.
- Create key messages and talking points about SEBRSD to establish unity throughout all communication channels.
- Supply district administrators with fact sheets and other easy-to-use communications tools as needed when issues arise.

Goal 2: Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.

Strategies

- Maintain district website and support maintenance of campus and teacher websites.
- Produce digital, print and video media to increase awareness and support of district initiatives, programs and special events.
- Utilize social media channels to provide timely and relevant information.
- Maintain proactive media relations practices to enhance the district's image.

Goal 3: Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Spencer-East Brookfield Regional School District.

Strategies

- Maintain a high level of visibility through participation of key staff in various professional and community activities.
- Build and maintain partnerships with business and community leaders.

Goal 4: Promote community involvement and build partnerships that serve to enhance the educational experience of Spencer-East Brookfield Regional School District students.

Strategies

- Organize community engagement events to be hosted by Spencer-East Brookfield Regional School District.
- Organize regular business and community partner appreciation opportunities.
- Engage stakeholders to advocate on behalf of the district.