



Communications Department Strategic Plan

1. Communicate a positive image of the District through promotion of our students, staff and schools. Promote students, staff and schools to enhance the positive image of the Benton School District.
 - a. Distribute press releases and media advisories related to the positive happenings throughout the District on a regular basis.
 - b. Maintain high visibility in the local media and online to increase enrollment.
 - c. Continue to develop effective, branded advertising campaigns touting the unique selling points of BSD in targeted local media outlets.
 - d. Increase awareness of the BSD brand through the consistent use of the current logo and branding to increase enrollment.
 - e. Develop an open door policy between students, families, staff and media and the Communications Department.
2. Communicate critical information related to daily operations, student and staff safety, work and school closures/delays, inclement weather-related issues and the like. Communicate critical information to local media, students, families and staff.
 - a. Inform the community and media of public meetings according to the Arkansas Freedom of Information Act's open meeting requirements.
 - b. Distribute critical information using bentonschools.org, social media, traditional media sources and the District's email/text/call system.
 - c. Continue to develop and maintain the District's annual calendar for print and electronic distribution to students, families, staff and the Benton community.
 - d. Maintain the crisis communication plan to implement, as needed (i.e. natural disaster, lockdown, pandemic etc.).
3. Act as the District's first-responders to the media to help alleviate negative news coverage. Act as the District's first point of contact for the media and manage media inquiries.
 - a. Cultivate a positive working relationship with local media to develop an environment of transparency.
 - b. Maintain up-to-the-minute media contact lists.
 - c. Respond to all media inquiries and Freedom of Information Act requests in a timely manner.



d. Train/work with the superintendent and cabinet-level administration to be interviewed and act as “experts” when needed by local media.

4. Maintain an attractive, state-of-the-art web presence for the District and its schools. Maintain a consistent online presence for the District through bentonschools.org as well as social media platforms.

a. Keep web content fresh, searchable and well archived on bentonschools.org and school websites.

b. Improve accessibility of bentonschools.org and school websites.

c. Ensure that future versions of bentonschools.org and school websites are mobile-friendly.