



**Communications &
Community Relations Plan
2020-2025**

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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 all students.

District Vision

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

District Goals

1. Ensure a safe and secure environment for all students and staff.
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.

Department Introduction

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 a successful school system.

The purpose of the SEBRSD 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 SEBRSD 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.
- Assistant Business Administrator – Melissa Farrow
- Network Administrator – Christian Gemme
- Technology Department Level I Technician – Daniel Burque
- Community Relations Liaison – Melissa Pervier

Target Audiences

Internal Audiences

- Certified Staff
- Administrators
- School Committee
- Support Staff Employees
- Professional Support Staff

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, Campus Websites
- News Feed (district website)
- Superintendent Blog (district website)
- School Messenger
- Email
- Social Media
 - Facebook, Instagram, Twitter

Media

- Choose SEBRSD Press
 - Insert
 - Student articles
 - Youth Focus
 - Press Releases
- Television Broadcast Stations
 - SEBRSD Talk Show (SCA)
 - SEBRSD Today Show (SCA & YouTube)

Recommended Communication Frequency

- Daily - Facebook, Instagram, Twitter
- Weekly - Website, News blog, Banner Press student articles and youth focus, Radio shows
- Monthly - Cub Connection newsletter, Communications Scorecard, Superintendent blog
- Six Weeks - Banner 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 RSD students.

Strategies

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