



2023 - 2028

Strategic Communication Plan

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Executive Summary

At the Corvallis School District, we are committed to fostering a culture of trust, inclusivity, and meaningful engagement. We believe in the power of culturally relevant, real-world learning experiences to inspire students and strengthen our community.

This same commitment guides our approach to communications, ensuring that our efforts support district strategic goals, enhance transparency, and promote two-way communication. Through intentional and effective communication strategies, we aim to build stronger connections, amplify diverse voices, and create an environment where all students, staff, and families feel valued and heard.

The completion of a [communication audit](#) provided the district with the opportunity to evaluate the effectiveness of existing communications, identify gaps, and develop recommendations to increase the communications department's strategic value. This supported staff in developing communications that support district strategic goals and priorities, foster transparency, and promote two-way communication and engagement.

While the work in this plan is the work of the communications department, it is aligned with the school board goals and requires active involvement from all district departments. This ensures that work is actively happening to train and better support all district staff to be district ambassadors.

The goals, objectives, strategies, and tactics included in this plan document the strategic work happening and address the recommendations from the communications audit and the 2022 School Board Strategic Planning Process and Listening Sessions. It has been built to be strategic, measurable, achievable, relevant, and time-based while evaluating the progress along the way.



Background

The Corvallis Public School District is located in Corvallis, Oregon, with a 2022 census population of 60,956 people. The district serves a diverse population of approximately 5,850 students who speak over 75 languages in kindergarten through 12th grade at 13 schools. Our district is committed to building relationships of trust and respect, providing inclusive learning environments that are culturally relevant, and igniting student engagement through real-world, experiential learning. Located in a community that values education and life-long learning, our students benefit from our relationships with community partners, including Oregon State University and Linn Benton Community College.

The Corvallis School District has shown a consistent trend of graduation rates near 90 percent, demonstrating our High School Success investments in Career Technical Education (CTE), systematic interventions, and improved access to advanced coursework are crucial to support on-time graduation for our students.

Additionally, the college-going rates for Corvallis high school graduates hit an all-time high with the class of 2022. Seventy-seven percent of graduates enrolled in college in the fall immediately after high school. Around 83 percent of graduates who enroll in college in the first year return for a second year. Following students' persistence in earning degrees and certifications beyond high school is one way Corvallis School District assesses the success of our K-12 system.



About CSD

5,859

Enrollment as of October 1, 2024

\$176.7 million

FY 24-25 Combined Budget



Staff

413

Licensed Staff

448

Support Staff

56

Non-Represented Staff
(Administrators, Supervisors, and District Support Staff)



13

Total Schools

7

Elementary

1

K-8

2

Middle

2

High

1

Alternative High



Students

74

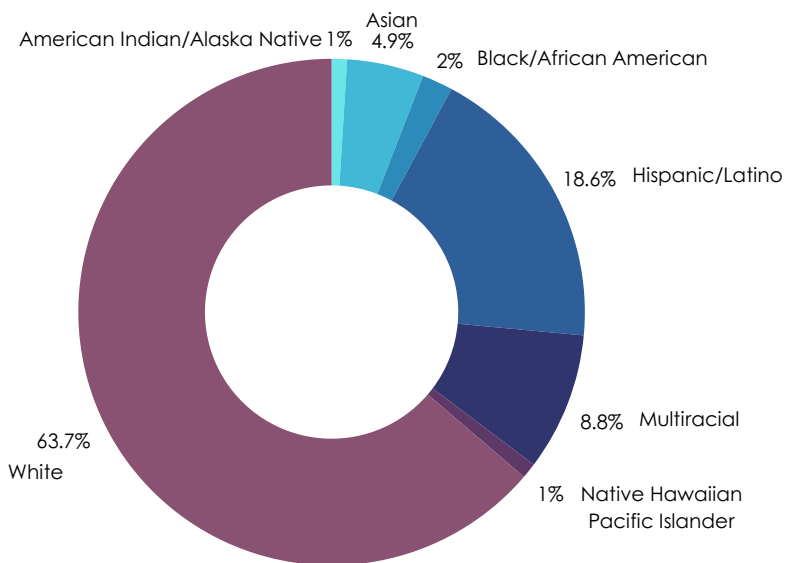
Languages spoken

24%

Students Experiencing Poverty

13%

Students with Disabilities



Research

Communication Audit

In 2022, the communications department conducted a communication audit with the National School Public Relations Association (NSPRA) to assess and evaluate the effectiveness of the communications program. The audit included working with an independent auditor to review existing district and individual school communication materials, websites, and social media accounts.

The auditor gathered feedback from parents and families, staff, and community members through an online survey. Additionally, the auditor conducted focus groups and interviews with the following.

- Superintendent
- Communications Coordinator
- Communications department staff
- Elementary parents
- Secondary parents
- Spanish-speaking parents
- District office staff
- School office managers
- Business and community leaders
- Teachers
- Principals
- Classified staff
- School board members

Following the review of materials, focus group discussion comments, survey results, and interview feedback, the auditor identified key findings and prepared recommendations for improving two-way communication and engagement with the district's internal and external audiences.

Key Findings

The following key findings reflect common themes that emerged from the focus group discussions, interviews, online survey, and review of district materials.

Table 1. Summary of Communication Audit Findings

	Strengths	Challenges
District Image	The district's work on equity. The community's support of the district.	A lack of focus or a clear vision for CSD.

	Strengths	Challenges
District Image	<p>The two words that best describe the district are "inclusive" and "caring."</p>	<p>Most were not aware that the school board is beginning to work on a new strategic plan.</p> <p>There is a strong perception that CSD is not as good as it once was due to what seems to be a greater focus on equity and a lesser focus on attendance and rigor.</p> <p>Parents are unsure if they can trust their child's grades, test scores, or the rigor of the curriculum.</p>
District Communications	<p>A basic communication plan is in place to guide the Communications Department's efforts during the 2022-23 school year.</p> <p>Parents gave communication "during a crisis/serious incident" the highest rating in terms of how informed they feel.</p>	<p>District communications are reactive versus proactive.</p> <p>Communications are sent out with mistakes, inaccurate information, or in a less than timely manner.</p> <p>Many staff and families are not aware that ParentSquare is the system being used for emails and text messages.</p> <p>Stories about the great things happening in the schools and the district are not getting out.</p>

<p>Internal Communications</p>	<p>Staff want to receive information by email, or by text message for closures or crises.</p> <p>There is a need for better internal communication. Staff report having to rely heavily on word of mouth to get information rather than reliable, regular channels pushed out directly to them.</p> <p>Many staff described significant voids and delays in receiving important information that impact both their jobs and their roles as ambassadors.</p> <p>Staff want to know more about the rationale behind leaders' decisions and described communications regarding decisions as lacking in transparency.</p>
<p>External Communications</p>	<p>Families want to receive information by email or text messages for closures or crises.</p> <p>Community members want to receive information from district newsletters and the website.</p> <p>Spanish-speaking participants want to see information on social media versus an email and get more information on district programs in their native language.</p> <p>Parents are confused about the different apps the district and schools are using to communicate.</p> <p>Families do not understand ParentSquare and how it is being used.</p>

<p>Website</p>	<p>The district website is copy-heavy and lacks the photos and images needed to engage and maintain reader attention.</p> <p>Information is often listed in more than one place.</p> <p>School websites are impersonal.</p>
<p>Social Media</p>	<p>Content is the same on all accounts.</p> <p>Social media postings with stories and photos of students and/or staff generate the most interaction and likes.</p> <p>The district allows comments on social media but does not respond or engage with commenters.</p>

Recommendations

1. Enhance the strategic value of the communication plan with measurable objectives focused on moving the district toward achieving its goals.
2. Develop and implement strategies to keep staff members informed and engaged.
3. Provide support and training to staff at all levels who are responsible for communicating with students, parents, and the public.
4. Standardize parent and family communication processes.
5. Enhance strategies to strengthen the engagement of parents and community members.
6. Create a network of key communicators.
7. Increase the usefulness and value of the district’s website and social media channels.

Corvallis School District Communication Audit Report

School Board Strategic Planning

In 2022, the Corvallis School Board embarked on a strategic planning process to develop their 5-year board goals. This process included conducting surveys and listening sessions with staff, families, students, and community members. The purpose of these engagement sessions was to solicit feedback from the community about their experiences with the Corvallis School District, as well as the current Board goals – student achievement, equitable systems, real-world learning, health & wellness, and long-range facility planning.

Key Findings

The following key findings reflect common themes that emerged from the surveys and listening sessions.

- Equitable Systems
- Health & Wellness
- Real-World Learning
- Academic Achievement
- Implementation & Evaluation

School board members, district leadership, staff, families, and students then worked to create and refine the final board goals.

Student voice is a core tenet of the Corvallis School Board. Students identity (race, culture, socioeconomic and family status, national origin, language, ability, gender, gender identity, gender expression, or sexual orientation) should not predict or predetermine success in school.

Goal 1: Excellent Learning Experience

Vision: We will create exceptional learning experiences where all students learn at high levels. Taking into account students' unique and intersecting identities, histories, accessibility needs, abilities, and disabilities, academic rigor will be achieved as students are challenged and supported.

Goal 2: Equitable Systems

Vision: We will transform educational systems to be diverse, equitable, and inclusionary in our decisions and actions and create belonging for all students, staff, and families.

Goal 3: Relevant and Engaging Learning

Vision: Students will participate in relevant learning experiences that support their short and long-term goals towards an evolving future.

Goal 4: Healthy Communities

Vision: We will cultivate schools and a district that promote wellness through the

social, emotional, mental, and physical health and well-being of students, families, and staff by fostering personal growth, community care, and equitable systems that honor the rightful presence of identities and lived experiences so that every student belongs and feels safe and supported to thrive socially and academically.

In addition, specific feedback related to communication included:

Table 2. Summary of School Board Strategic Planning Communication Findings

<p>Overall</p>	<p>Communication needs to be a priority as we think about engaging families</p> <p>There is Inconsistent communication from school to school</p> <p>Need more transparency in communications</p>
<p>Language/Culture</p>	<p>There is a gap for culturally and linguistically diverse families</p> <p>Interest in more language diversity in communications</p>
<p>Decisions/Input</p>	<p>Staff and families need to be able to provide input and feel valued, and see how their input was considered</p> <p>Need more information on how decisions are made</p>
<p>District Vision</p>	<p>The district needs a clear vision, and it needs to be communicated to staff and families</p> <p>Need more communication about academic expectations and standards</p>
<p>Resources/Questions</p>	<p>There is low awareness of programs or resources at schools and how to access them</p> <p>Need to know where to direct questions</p>
<p>Students/Stories</p>	<p>Need to hear more student voice</p> <p>Need more storytelling of the things happening in our district</p>

Summary

Problem Statement: Corvallis School District staff, families, and community members do not feel informed about district operations, decisions, and programs. Communications are not viewed as transparent and are reactive to situations instead of proactive. Staff need more training to be effective communicators, and families need communications that are brief, easy to access, and easy to determine what they need to know.

For the first time in CSD's history, the school board's strategic planning process was aligned with the communication department's strategic planning process, ensuring that both plans have shared goals and outcomes.



Goal

Our goal is to ensure that staff, families, students, and community members have access to and are well-informed about key district information. We are committed to delivering effective communications that support district strategic goals and priorities, foster transparency, and promote 2-way communication and engagement.



Objectives

1

Improve accessibility and transparency of district information for staff, students, families, and the community by June 30, 2028.

2

Develop engaging, compelling, and diverse stories in multi-media formats showcasing our students, staff, programs, and district priorities by June 30, 2028.

3

Foster staff, family, and community engagement with district communications through refined communication tools and channels by June 30, 2028.

Key Audiences

Key audiences are segmented groups of the Corvallis School District and Corvallis community who are crucial to realizing our strategic plan goals and serve as partners to accomplish the objectives outlined in this plan.

Corvallis School District Staff

To reach our staff, we must institute a systematic approach to ensure critical information is timely, relevant, and transparent. This is accomplished through strategies to ensure staff are informed and by providing regular training and communication resources.

By working to engage our staff as brand ambassadors and seeking their input, we better understand the challenges at our schools and better prepare staff to answer questions. In addition, staff engagement provides opportunities for district leadership to keep current with changes that may affect staff, thus providing opportunities for dialogue with staff and developing opportunities for changes along the way to ensure success.

Corvallis School District Families

Building trust with families relies on concise, accurate, and timely information using the communication tools that families tell us work best for them. It is also important to improve consistency across schools so that families know where to expect communication and what information they expect to receive. Our aim is to improve communication so that information is brief, easy to access and understand, and provides clarity on where families can access more information.

Corvallis Community Members

Transparent and consistent messaging are crucial to building and maintaining trust with the Corvallis community. We know that community members and leaders are important partners in K-12 education and are critical in spreading the good news, key messages, accomplishments, and challenges of the Corvallis School District.



Key Messages

Messages shared through Corvallis School District communication channels support the following district priorities:

- Ensuring students are challenged, supported, and honored for their unique identities creates excellent learning experiences.
- Developing equitable systems creates belonging for all students, staff, and families and benefits all students by providing the skills and knowledge to succeed in an increasingly diverse world.
- Relevant and engaging learning prepares our students for an evolving future.
- Prioritizing the social, emotional, mental, and physical health and well-being of students, families, and staff ensures they are supported to thrive socially and academically.

As a result, our key messages are:

- 1** The Corvallis School District provides students with challenging, relevant, and engaging learning experiences that help them succeed and prepare them for the future.
- 2** We celebrate the rich diversity of our school community, ensure the needs and interests of all students are taken into account, and aim to ensure success by inspiring and empowering students to thrive in a diverse and ever-changing world.
- 3** We believe in prioritizing social, emotional, mental, and physical wellness to create a thriving school community. Through this, we foster growth and community care, ensuring every student feels known, valued, and empowered to reach their full potential.

Strategies and Tactics

Objective 1: Improve accessibility and transparency of district information for staff, students, families, and the community

Strategy 1: Enhance the value of the communications plan with measurable objectives that support district strategic goals and priorities.

Tactics:

- Develop a strategic 5-year communications plan tied to the 2024-2029 school board goals.
- Develop and identify assessment tools and a defined process to measure the impact of communication strategies.
- Develop a communication plan for sharing the 5-year communications strategic plan and progress updates with key audiences.
- Conduct annual presentations to the school board on the communications plan and progress.
- Conduct proactive issues management by monitoring trends and actively seeking staff input about ongoing areas of concern.
- Revise the communication plan as needed based on assessment results.

Strategy 2: Increase the usefulness and accessibility of the district and school websites.

Tactics:

- Conduct a district website audit.
- Revise the website to improve the structure, content, and search features, and improve user experience, making it easy to navigate, engaging, accurate, and up-to-date.
- Utilize plain language guidelines to review and revise website content.
- Establish district website update guidelines and expectations for staff.
- Improve the usefulness of the school websites by streamlining information, creating links to the district website for district-specific information, and improving the welcoming aspect of the sites.
- Establish school website update guidelines and expectations for staff.

Objective 1: Improve accessibility and transparency of district information for staff, students, families, and the community

Strategy 3: Develop, enhance, and implement strategies to keep district staff, families, students, and community members informed.

Tactics:

- Establish and implement a communications plan for the revised 2024-2029 school board goals.
- Establish and implement yearly budget communication plans.
- Develop ongoing communications plans for key district initiatives and issues.
- Establish guidelines and expectations for internal and external communications.

Strategy 4: Provide communications support to district staff through training, toolkits, and communication resources.

Tactics:

- Implement ParentSquare training for school staff.
- Develop and implement annual communication training for office managers.
- Update and streamline the Google Drive folder with OM communication materials.
- Develop an outline of communication roles for all administrative staff.
- Develop a “branding & ambassador” toolkit.
- Develop and implement employee onboarding training around communication.
- Develop and implement leadership media and communication training.

Objective 2: Develop engaging, compelling, and diverse stories in multi-media formats showcasing our students, staff, programs, and district priorities

Strategy 1: Identify storytelling opportunities around board goals of excellent learning experiences, equitable systems, relevant and engaging learning, and healthy communities.

Tactics:

- Develop, implement, and promote "good story share" form with district staff.
- Include a section in the monthly eNewsletter to share staff and student stories.
- Develop interview questions to align student learning experiences with board goals and key messages.
- Include stories about board goals in the yearly social media plan.

Objective 2: Develop engaging, compelling, and diverse stories in multi-media formats showcasing our students, staff, programs, and district priorities

Strategy 2: Utilize educational theory to enhance the storytelling of key messages.

Tactics:

- Develop stories around students constructing knowledge through hands-on activities, student-led projects, play-based learning, and experiential learning.
- Develop stories around student choice in the classroom, enhancing strengths and increasing motivation.
- Highlight multicultural education and its benefits to all students by giving them the skills and knowledge to succeed in a diverse future.
- Develop a calendar of key lessons across levels to inform storytelling opportunities.

Strategy 3: Increase the usefulness of district social media channels.

Tactics:

- Develop and implement social media terms of use for district channels.
- Develop a yearly social media plan.
- Develop social media expectations for buildings.

Objective 3: Foster staff, family, student, and community engagement with district communications through refined communication tools and channels

Strategy 1: Standardize communication processes.

Tactics:

- Create a revised standard template for weekly school newsletters.
- Develop a document outlining where families can expect to get information.
- Develop a consistent process for how information is communicated both internally and externally.
- Train staff on the appropriate use of existing and new platforms.

Strategy 2: Enhance strategies to strengthen the engagement of families, students, and community members.

Tactics:

- Establish a process to gather employee input on decisions that affect their jobs.

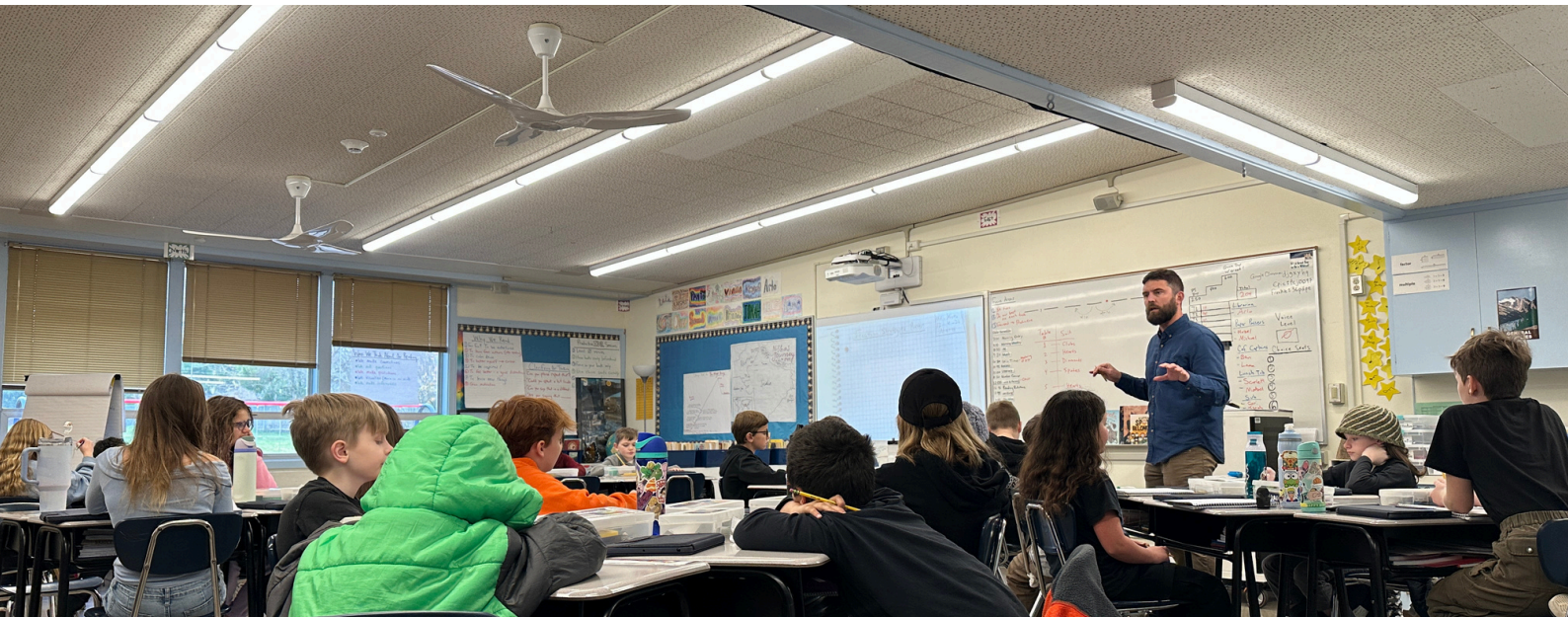
Objective 3: Foster staff, family, student, and community engagement with district communications through refined communication tools and channels

- Develop a districtwide visibility plan to identify opportunities for district leaders to strengthen relationships between the district, families, students, and the community.

Strategy 3: Develop, refine, and streamline communication tools and channels to keep key audiences informed and engaged.

Tactics:

- Create a “talking points” template for changes or decisions.
- Create communication plan templates for emergencies.
- Implement a monthly eNewsletter to share key district information with staff, families, students, and the community.
- Implement a ParentSquare education campaign for families.
- Develop a communications plan template for key district initiatives and issues.



Calendar

Focus must be given to the timely completion of each activity in order to successfully complete the strategies and tactics outlined in this plan. In the calendar provided in Appendix D, each strategy and tactic has been given a specific timeline that spans over a five-year period.

Given that this work began in July 2023, some of the strategies and tactics have been completed or are well underway. Over the course of five years, the communications coordinator will assess and measure the plan's efficacy and adjust the timeline as needed. This information will also be used to inform future communication plans.

Measurement & Evaluation

A final evaluation of the plan will be conducted in June 2028 to measure efficacy and help direct future communications plans for the school district. Annual progress will be shared with district staff, families, students, and the school board.

In addition, measurement tools will be used throughout the plan to gauge success and modify efforts as necessary. In addition to social media and web analytics and survey measurements, targeted outreach will be conducted among select students, families, staff, and community leaders to assess impact. The various teams will also use best practice assessment tools to measure impact and provide regular reports.

The Evaluation Monitoring Tool provided in Appendix A will also serve as a valuable instrument to regularly measure the completion and execution of all strategies and tactics to realize all objectives. A good indicator of success will be assessed by the number of completed projects at the end of June 30, 2028.



Conclusion

We are deeply grateful for the valuable feedback and engagement from our staff, families, and community members, which has been instrumental in shaping this communications plan. Its completion reflects our commitment to honoring your input and initiating a continuous cycle of feedback and improvement.

While budget reductions have necessitated adjustments to our communication department's capacity, including the reduction of two communications staff members, we remain dedicated to implementing the core elements of this plan. Although not all audit recommendations can be actively pursued at this time, your feedback remains a vital resource and will inform future iterations of our communications strategy.

We are proud to present the district's first strategic communications plan—one thoughtfully aligned with the district's strategic board goals. This plan underscores our commitment to effective, strategic communication, leveraging the unique voices of our staff as brand ambassadors and enhancing our efforts to connect with all of our key audiences.

We are confident that the goals, strategies, and tactics outlined in this plan will establish a strong foundation for high-quality communication, laying the groundwork for meaningful engagement and continuous improvement in the years to come. Thank you for being part of this important journey.

Appendix



Appendix A: Evaluation Tracking Tool

Evaluation Monitoring Tool for All Strategies and Tactics in the 2023-28 Plan

This tool will be reviewed quarterly to assess progress and compared to the proposed calendar. Strategies and tactics will be marked off once completed.

Objective 1: Improve accessibility and transparency of district information for staff, students, families, and the community	
Strategy 1: Enhance the value of the communications plan with measurable objectives that support district strategic goals and priorities.	
	Develop a strategic 5-year communications plan tied to the 2024-2029 school board goals.
	Develop and identify assessment tools and a defined process to measure the impact of communication strategies.
	Develop a communication plan for sharing the 5-year communications strategic plan and progress updates with key audiences.
	Conduct annual presentations to the school board on the communications plan and progress.
	Conduct proactive issues management by monitoring trends and actively seeking staff input about ongoing areas of concern.
	Revise the communication plan as needed based on assessment results.
Strategy 2: Increase the usefulness and accessibility of the district and school websites.	
	Conduct a district website audit.
	Revise the website to improve the structure, content, and search features, and improve user experience, making it easy to navigate, engaging, accurate, and up-to-date.
	Utilize plain language guidelines to review and revise website content.
	Establish district website update guidelines and expectations for staff.
	Improve the usefulness of the school websites by streamlining information, creating links to the district website for district-specific information, and improving the welcoming aspect of the sites.
	Establish school website update guidelines and expectations for staff.

Strategy 3: Develop, enhance, and implement strategies to keep district staff, families, students, and community members informed.	
	Establish and implement a communications plan for the revised 2024-2029 school board goals.
	Establish and implement yearly budget communication plans.
	Develop ongoing communications plans for key district initiatives and issues.
	Establish guidelines and expectations for internal and external communications.
Strategy 4: Provide communications support to district staff through training, toolkits, and communication resources.	
	Implement ParentSquare training for school staff.
	Develop and implement annual communication training for office managers.
	Update and streamline the Google Drive folder with OM communication materials.
	Develop an outline of communication roles for all administrative staff.
	Develop a "branding & ambassador" toolkit.
	Develop and implement employee onboarding training around communication.
	Develop and implement leadership media and communication training.
Objective 2: Develop engaging, compelling, and diverse stories in multi-media formats showcasing our students, staff, programs, and district priorities	
Strategy 1: Identify storytelling opportunities around board goals of excellent learning experiences, equitable systems, relevant and engaging learning, and healthy communities.	
	Develop, implement, and promote "good story share" form with district staff.
	Include a section in the monthly eNewsletter to share staff and student stories.
	Develop interview questions to align student learning experiences with board goals and key messages.
	Include stories about board goals in the yearly social media plan.

Strategy 2: Utilize educational theory to enhance the storytelling of key messages.	
	Develop stories around students constructing knowledge through hands-on activities, student-led projects, play-based learning, and experiential learning.
	Develop stories around student choice in the classroom, enhancing strengths and increasing motivation.
	Highlight multicultural education and its benefits to all students by giving them the skills and knowledge to succeed in a diverse future.
	Develop a calendar of key lessons across levels to inform storytelling opportunities.
Strategy 3: Increase the usefulness of district social media channels.	
	Develop and implement social media terms of use for district channels.
	Develop a yearly social media plan.
	Develop social media expectations for buildings.
Objective 3: Foster staff, family, student, and community engagement with district communications through refined communication tools and channels	
Strategy 1: Standardize communication processes.	
	Create a revised standard template for weekly school newsletters.
	Develop a document outlining where families can expect to get information.
	Develop a consistent process for how information is communicated both internally and externally.
	Train staff on the appropriate use of existing and new platforms.
Strategy 2: Enhance strategies to strengthen the engagement of families, students, and community members.	
	Establish a process to gather employee input on decisions that affect their jobs.
	Develop a districtwide visibility plan to identify opportunities for district leaders to strengthen relationships between the district, families, students, and the community.

Strategy 3: Develop, refine, and streamline communication tools and channels to keep key audiences informed and engaged.

Create a "talking points" template for changes or decisions.

Create communication plan templates for emergencies.

Implement a monthly eNewsletter to share key district information with staff, families, students, and the community.

Implement a ParentSquare education campaign for families.

Develop a communications plan template for key district initiatives and issues.

Appendix B: Communication Audit Report



2022 Corvallis School District NSPRA Communication Audit Report

Appendix C: School Board Listening Sessions Report



School Board Listening Sessions Report

Appendix D: Calendar of Strategic Activities

Objective 1: Improve accessibility and transparency of district information for staff, students, families, and the community

Strategy 1: Enhance the value of the communications plan with measurable objectives that support district strategic goals and priorities.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
Yes	Develop a strategic 5-year communications plan tied to the 2024-2029 school board goals.										
	Develop and identify assessment tools and a defined process to measure the impact of communication strategies.										
	Develop a communication plan for sharing the 5-year communications strategic plan and progress updates with key audiences.										
	Conduct annual presentations to the school board on the communications plan and progress.			Annual		Annual		Annual		Annual	
	Conduct proactive issues management by monitoring trends and actively seeking staff input about ongoing areas of concern.					Ongoing					
	Revise the communication plan as needed based on assessment results.					Ongoing					

Strategy 2: Increase the usefulness and accessibility of the district and school websites.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
Yes	Conduct a district website audit.										
	Revise the website to improve the structure, content, and search features, and improve user experience, making it easy to navigate, engaging, accurate, and up-to-date.										
	Utilize plain language guidelines to review and revise website content.										
	Establish district website update guidelines and expectations for staff.										
	Improve the usefulness of the school websites by streamlining information, creating links to the district website for district-specific information, and improving the welcoming aspect of the sites.										
	Establish school website update guidelines and expectations for staff.										

Calendar of Strategic Activities

Strategy 3: Develop, enhance, and implement strategies to keep district staff, families, students, and community members informed.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
	Establish and implement a communications plan for the revised 2024-2029 school board goals.										
	Establish and implement yearly budget communication plans.										
	Develop ongoing communications plans for key district initiatives and issues.										
	Establish guidelines and expectations for internal and external communications.										

Strategy 4: Provide communications support to district staff through training, toolkits, and communication resources.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
	Implement ParentSquare training for school staff.			Annual		Annual		Annual		Annual	
	Develop and implement annual communication training for office managers.			Annual		Annual		Annual		Annual	
	Update and streamline the Google Drive folder with OM communication materials.										
	Develop an outline of communication roles for all administrative staff.										
	Develop a "branding & ambassador" toolkit.										
	Develop and implement employee onboarding training around communication.										
	Develop and implement leadership media and communication training.										

Calendar of Strategic Activities

Objective 2: Develop engaging, compelling, and diverse stories in multi-media formats showcasing our students, staff, programs, and district priorities

Strategy 1: Identify storytelling opportunities around board goals of excellent learning experiences, equitable systems, relevant and engaging learning, and healthy communities.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
Yes	Develop, implement, and promote "good story share" form with district staff.	[Shaded]									
Yes	Include a section in the monthly eNewsletter to share staff and student stories.			[Shaded]							
	Develop interview questions to align student learning experiences with board goals and key messages.				[Shaded]						
	Include stories about board goals in the yearly social media plan.	Ongoing									

Strategy 2: Utilize educational theory to enhance the storytelling of key messages.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
	Develop stories around students constructing knowledge through hands-on activities, student-led projects, play-based learning, and experiential learning.					[Shaded]	[Shaded]				
	Develop stories around student choice in the classroom, enhancing strengths and increasing motivation.					[Shaded]	[Shaded]				
	Highlight multicultural education and its benefits to all students by giving them the skills and knowledge to succeed in a diverse future.					[Shaded]	[Shaded]				
	Develop a calendar of key lessons across levels to inform storytelling opportunities.					[Shaded]	[Shaded]				

Strategy 3: Increase the usefulness of district social media channels.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
Yes	Develop and implement social media terms of use for district channels.		[Shaded]								
	Develop a yearly social media plan.	Ongoing									
	Develop social media expectations for buildings.			[Shaded]							

Calendar of Strategic Activities

Objective 3: Foster staff, family, student, and community engagement with district communications through refined communication tools and channels

Strategy 1: Standardize communication processes.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
	Create a revised standard template for weekly school newsletters.										
	Develop a document outlining where families can expect to get information.										
	Develop a consistent process for how information is communicated both internally and externally.										
	Train staff on the appropriate use of existing and new platforms.	Ongoing									

Strategy 2: Enhance strategies to strengthen the engagement of families, students, and community members.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
	Establish a process to gather employee input on decisions that affect their jobs.										
	Develop a districtwide visibility plan to identify opportunities for district leaders to strengthen relationships between the district, families, students, and the community.										

Strategy 3: Develop, refine, and streamline communication tools and channels to keep key audiences informed and engaged.

Check Off	Tactic	2023	2024		2025		2026		2027		2028
		Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun
Yes	Create a "talking points" template for changes or decisions.										
Yes	Create communication plan templates for emergencies.										
Yes	Implement a monthly eNewsletter to share key district information with staff, families, students, and the community.										
	Implement a ParentSquare education campaign for families.										
	Develop a communications plan template for key district initiatives and issues.										



Corvallis

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Engage • Strengthen • Include

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