



Communications Audit Results & Recommendations



START



HOW IT STARTED

We partnered with the National School Public Relations Association (NSPRA) to conduct a Communications Audit, which included a district-wide communications survey, focus groups with key audiences, and a review of district materials.



YOU SPOKE WE LISTENED

Overall Perceptions

- The district's **equity work is a strength**, and audiences want to understand how it impacts students positively
- The district is **caring and inclusive**, and audiences are supportive of the district
- District communications inform audiences in key areas, but **there is not a clear vision** for the district

Family Feedback

- Desire **less frequent and more relevant messages** so they can find what they need to know
- Need to know **whom to contact with questions** at the district-level
- Want a **better understanding** how **district decisions** are being made, particularly with finances
- The **district has a** greater focus on equity and a **lesser focus on academic rigor**

Staff Feedback

- Need communication to be **more proactive** and information to be **more timely**
- Desire to **feel valued** in their role within the district
- Need more context to understand **why and how decisions are made**
- Need **more communication training** for employees



WHAT THIS MEANS

The following **audit recommendations** are designed to help meet the goal of creating more effective communications:

- Enhance the strategic value of the communication plan with measurable objectives
- Develop and implement strategies to keep staff informed and engaged
- Provide communications support and training to staff at all levels
- Standardize family communication processes
- Enhance strategies to strengthen the engagement of families and community members
- Create a network of key communicators
- Increase the usefulness and value of the district's website and social media channels



WHAT'S NEXT

The Communications Department will draft a

» **5-YEAR STRATEGIC COMMUNICATIONS PLAN** «

based on the audit feedback and recommendations.

Visit bit.ly/CommsAudit22 to view the full audit report and learn more about the audit.



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