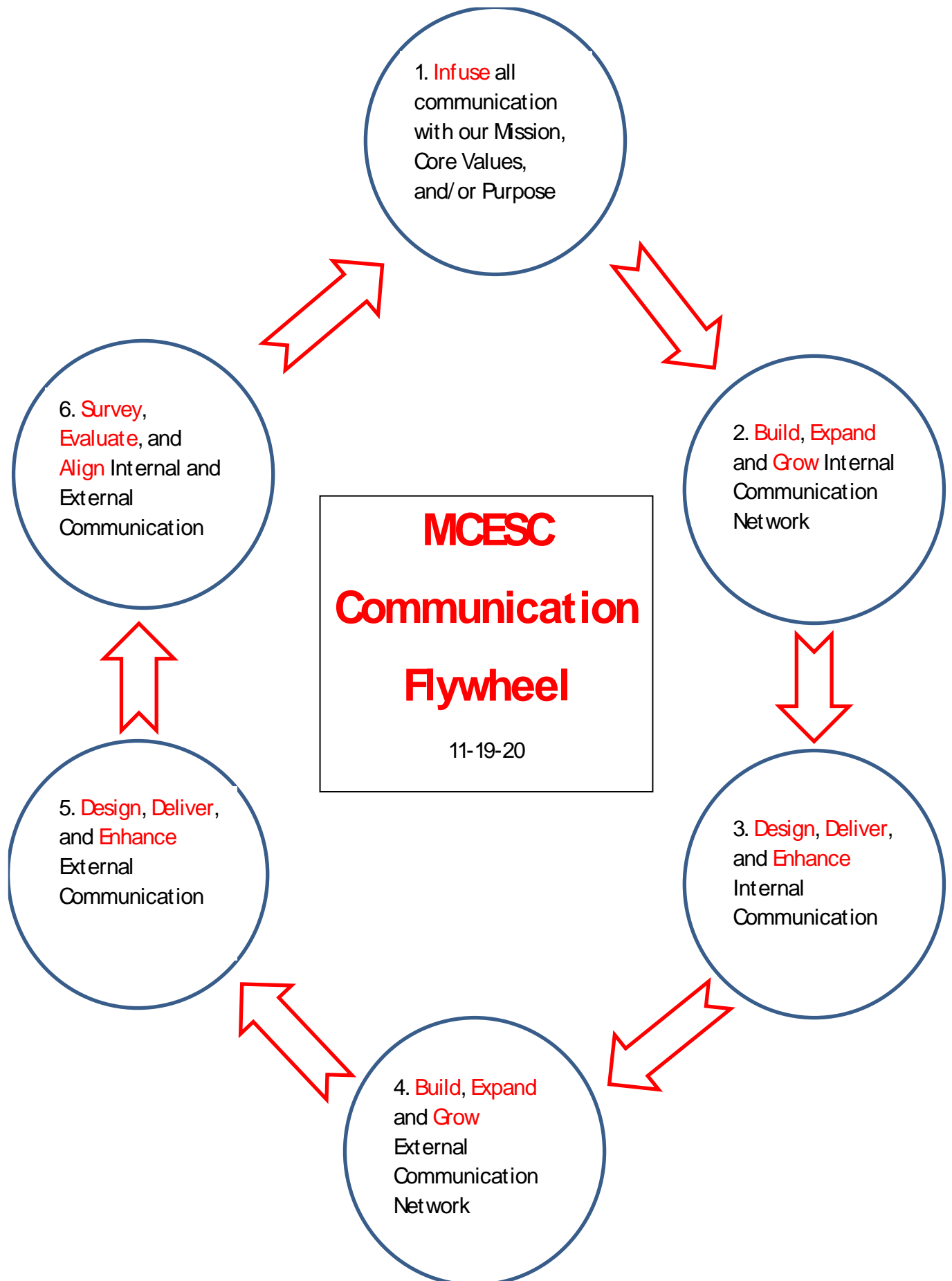


# MCESC 2021 Communication Plan - 12-1-2020



## **Mission**

Visionary Leaders Providing Exemplary Technology

## **Core Values**

Integrity, Innovation, Communication, Collaboration, Diversity, Wellness

## **Purpose**

We serve so students can be successful.

## **Communication Plan Key Decisions and Actions:**

Internal Communication

External Communication

Social Media

Website

Media

Crisis Communication

Key Processes

## **Internal Communication**

Email	Staff Meetings
Newsletters	1:1 Meetings – face-to-face
Staff Emails	1:1 Meetings - virtual
Website	District Leadership Team meetings
Annual Report	Building Leadership Team meetings
Strategic Plan	Staff Based Team meetings
Flyers	Facebook and Twitter Posts
Brochures	Texting
Calendar	ParentSquare
Videos	Phone and Voicemail
Surveys	

### ***EMAIL / STAFF EMAILS – Guidelines***

Emails should be recipient limited to the context.

Any email sent to ALL should be from an administrator or a designee.

Administrators and designees should have a signature template. See example:

Guy Fogle (photo)  
Communications/PR Coordinator

200 South Keowee Street (mcesc logo)  
Dayton, OH 54402

937-225-4598 ext. 3013

[www.mcesc.org](http://www.mcesc.org)

Facebook LinkedIn Twitter You/Tube

Visionary Leaders Providing Exemplary Service

### ***NEWSLETTERS / E NEWSLETTER – Guidelines***

All newsletters should follow the same pattern of colors, text, with many photos and maximum two pages in length. An e-newsletter should be sent once a monthly, typically first work day of each month. It should be reviewed by “another set of eyes” including the Communications/PR Department.

Example of E Newsletter Content: Two administrators providing update / Calendar of main events/ shout outs (someone on blast for doing well) / one mini feature (one paragraph) / 4 photos minimum / reminders about Mission statement, PARENT SQUARE, MCECSC.ORG / “USA Today like”

A biweekly video segment will begin soon on Fridays (Family Fridays) lasting 1:00 with shout outs and calendar reminders. Paydays is a good day for this.

### ***WEBSITE – Guidelines***

Should be approached as a fluid group project:

Communications/PR provides district wide information and updates

Administrative assistants provide relevant content information directly to the site

Building Principal or designee provides building page content

HR or designee provides all HR related updates and information they deem necessary

Provide training for ‘Website Designees’

### ***ANNUAL REPORT – Guidelines***

Completed and distributed by October 31 every year

Communications/PR gathers reports from Administrators.

Communications/PR places Report on Website. A link is provided to Administrators for potential distribution.

### ***STRATEGIC PLAN***

The plan should be on the website, prominently displayed. It should be sent to ALL in the MCECSC family by Superintendent or designee.

### ***FLYERS – Guidelines***

All Flyers should follow the same color pattern and font patterns. All ideas/reasons for flyers should include informing Communications/PR office. All flyers from building should go through Principals office first.

### ***BROCHURES – Guidelines*** (see fliers)

## **CALENDAR**

Each building Principal is responsible for seeing their calendar is updated in Gmail and on-line. At Keowee and Regional Center designated administrative assistants will be responsible for updating calendars.

## **FACEBOOK Posts**

Each Principal should be responsible for their buildings FACEBOOK PAGES and postings and all Facebook pages should be under the MCESC.org

## **PARENTSQUARE**

ParentSquare is our platform for all school-home communication. ParentSquare enables all families to be involved and engaged, regardless of language, culture or socioeconomic barriers.

## **PHONE**

Good morning/afternoon, Montgomery County ESC (give location), this is (give your name)

## **VOICEMAIL**

Access Your Voicemail Box: Press Your **VM**msg Key

Set Up your voicemail box: Press 67 (this is where you will set up your security code)

Set Up your Greeting: Press 4

Example: ***You have reached the voicemail of (your name). I am currently away from my desk, please leave your name, number and a brief message and I will get back to you as soon as possible.***

Listen to your messages: Press 5

Access your Voicemail Box from another extension:

From any phone, Lift Handset (or SPK) Dial 1000...Follow the instructions

Access your Voicemail from another location:

Call your office when the voicemail answers, Dial \* plus your mailbox number.

To Make a Phone Call: Lift handset and dial **8** to get an outside line

To transfer a call from your phone to another:

1. Press the **TRANSFER** key
2. Dial the extension number then hang up. (You can announce the call if you wish by staying on the line until the person answers, then hang up)

Conference Call:

1. While on the call, Press **CONF**, Dial **EXT #** (or **8** for an outside line)
2. When the other Party answers, Press **ADD** then dial **EXT #**(or **8** for an outside line)
3. Press **ADD** or to start conference Press **BEGIN** (6 parties per conference including your own phone)

## **External Communication**

Website

Professional Meetings by type: Superintendents, Human Resource, Curriculum, Administrators, Treasurers, Learn to Earn Dayton, County Communication Collaborative, Dayton Area School Operations, Professional Development/Training meetings

Dayton Daily News

Dayton Business Journal

Dayton Business Journal – State of the Schools

Dayton Magazine

Focus on Business Magazine

Choose Dayton Magazine

Mailings

Email

Texting

ParentSquare

Open Houses

Parent/Teacher Conferences

Video Conferencing

Surveys

Community Meetings

Career Fairs

Recruiting Fairs

Science Saturdays

Phone and Voicemail

Facebook Posts

Twitter

Newsletters

Local TV Stations

SOITA

Conference Presentations

Keynote speaking

Professional Organization Meetings

Service Club Meetings

Board of Directors/Trustee Meetings

Participation in Civic Activities

Hosting Meetings

### ***External Communication Guidelines:***

Keep information simple and accurate

Keep information appropriate for the specific external audience

Communicate early and often

Provide Communications Training for ALL staff so that they understand how to use the tool as well.

Performance Surveys utilized to determine effectiveness and quality of the service.

## **Social Media**

Video Newsletter

Instagram

iMovie

Facebook

Hashtags (#)

Blog

Twitter

Flipping Book

Hootsuite

Social media provides a way to communicate that reaches people where they are with the message we want to share. It shares a message that reaches beyond current stakeholders and leaves a lasting, searchable trail of information readily accessible. It allows us to share the positive and start conversations about who we are and what we do on a daily basis that is accessible to nearly everyone in our service area. We will never have every educator, parent and interested member of the community in one place but we can utilize social media to take our message to every one of them.

### ***Social Media Guidelines:***

Define the audience and what social media they are using. Decide who is responsible for sharing our message and train them to efficiently deliver content that is engaging and on message on a regular basis.

Decide which programs will speak directly for themselves and giving them access to Facebook, Twitter and Instagram MCEC accounts. YouTube should be well used but has a more intense learning curve if content is to be professional. Video content should be vetted before being posted and potentially run through one person before being shared for quality purposes until further training is had. Create a very short standard intro and outro to add to all videos for continuity and possibly a small logo with our hashtag to add to images so it travels with an image even if the person who shares it ditches the caption.

1. Why social media?

- a. High connection and visibility
- b. Meet stake-holders where they are, all in one place
- c. Share the positives
- d. Perception is reality
- e. Start or support a conversation
- f. Year-round
- g. Good for PR
- h. Provides feedback
- i. Quick and efficient

2. Considerations

1. a. Video Newsletter

Less time to produce than paper

Keep under 3 minutes

Create – iMovie, Powtoons

Share – YouTube, Facebook, Twitter, Flipboard, Website

Instagram requires an additional format for video

b. Facebook

Huge reach to people of all ages

Quick and easy

Supports text, pictures, video

Reaches multiple age groups in high volume

Must decide appropriate “use” of photos

Does not connect us back to the parents, keeps a professional distance

May turn comments on or off and limit automatically based on content

Comments should be 2 way

Is an ongoing story

c. Twitter

Short message, limited in size

Keeps message short and sweet

Quick and easy

Supports text, pictures, video

Must decide appropriate “use” of photos

Comments should be 2 way

Is an quick supplement to provide information

Use hashtags to organize and label so people can find

d. Instagram

Short message with pictures

Very little time

Use hashtags to organize and label so people can find

Not as popular

Supports text, pictures, videos in unique format

Must decide appropriate “use” of photos

Comments should be 2 way

e. Hashtags

Used to organize and connect posts

Used so people can find and track

Will need to decide on one not yet used for all associated Communication

f. Flipping Book

Can organize and share other platforms in one place

Share in online magazine style

Can connect content via hashtag then choose which are in the magazine

Only takes a few minutes to set up daily

An up to date yearbook with shareable link

g. iMovie

Easy to learn

Built in trailers are engaging templates

1. Limited number

2. Good for special events

h. Blogs

Can be long or short with or without other media

Have premade templates on user friendly platforms

May take more time to compose

Can contain more of the story than what was shared via posts

3. Paths forward

1. What platforms serve us best

2. Decide who is the audience and what social media they are using

3. Start slow

4. Develop one hashtag to connect it all

5. Hootsuite or something similar allows a multi-tiered start

6. At what levels will we give access

7. Who will be allowed to speak for us

## Website

MCESC Home

Schools

A to Z Curriculum Guides

About Us

Professional Development

Quick Links

Departments

Contact Us

Within each Tab there are Quick Links

*The Website Bottom Banner include the following tabs:*

Preschool Program

Regional Center

Event Calendar

K-12 Programs

News

Within each Tab there are Quick Links

*The Website Icons (lower right hand corner) include:*

Twitter

Staff Intranet

Accessibility

Gmail

Facebook

Schoolpointe CMS Login

Change Password

## **Media**

*Print media connections include:*

Dayton Daily News  
Dayton Business Journal

*TV and Radio Media Connections include:*

WHIO Channel 7                      WHIO Radio  
WDTN Channel 2  
ABC22/FOX 45

***Crisis Communication protocol:***

1<sup>st</sup> – Shannon Cox – Superintendent  
2<sup>nd</sup> – Rusty Clifford – Director of Administration and Operations  
3<sup>rd</sup> – Guy Fogle – Communications and PR Coordinator

***Non-crisis Communication protocol:***

This communication will be handled by one or more of a pool of MCEC contacts. The MCEC pool of contacts includes the following individuals: Superintendent, Assistant Superintendent, or Director.

If anyone in the MCEC is approached and/or contacted by any media they are to refer the media to the most appropriate person in the pool of contacts.

Following any non-crisis communication with the media by anyone in the pool – there will be notification a.s.a.p. to the other pool members.

*What is the protocol for speaking to/with the media?*

1. Communications and PR Coordinator will handle and work with the media during a Crisis Communication and as needed during a Non-crisis Communication.
2. Get the truth and the facts out as soon as possible.

## **Crisis Communication**

*Emergency Communication Methods include:*

Phone	Social Media	Computer Alert
Radios	Cell Phones	ESC Wide Email
Public Address System	Mega Phones	ParentSquare

***Crisis Communication protocol:***

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### ***Emergency Protective Measures include:***

Close ESC

Emergency Communication – a critical part of incident management.

Evacuation

Family Reunification – reuniting staff and families

Lockdown

Medical response – emergency first aid prior to first responders arriving

Mental Health Services – counseling services following an emergency

Rapid Assessment – decision-making process conducted by the first adult to assist in determining which Protective Measures to implement

Reverse Evacuation – rapid reentry into the building

Shelter-In-Place – is hazard/threat specific and may involve staying in place or seeking shelter nearby – could last for minutes to days based upon the hazard/threat

### ***Before an Emergency***

Notify employees how they will be notified of emergencies.

### ***During an Emergency***

Inform staff about what is known to have happened

Communicate attendance/accountability status to Incident Command

Manage an influx of phone calls and adults who arrive at the ESC

Provide regular updates to media and ESC community

Establish media site and reception area away from the ESC and Incident Command Post

Provide only information approved to be released by the Incident Commander

Monitor release of information and correct misinformation

### ***After an Emergency***

Schedule an open question-and-answer meeting as soon as possible

Inform staff about when and where ESC will resume

## **Key Processes**

### ***Purpose of Website(s)***

Promote services ESC provides to LEAs

Promote professional development to LEAs

One stop site for families who have kids attending Learning Centers

Drive staff to resources/events

### ***Website designees***

Principals | Assistant Principals of Learning Center sites

Assistant Superintendent | Directors | Supervisors

Administrative Assistants

### ***Website accessibility***

Thought needs to be given when assigning website designees so that they are aware of and/or have had some accessibility training. Designees will need to know how to Alt Text pictures, logos, etc. before items are converted to a PDF and uploaded to a PDF.

### ***Calendar(s)***

Professional Development (PD) Calendar – this calendar lists professional development trainings going on in our buildings. Information for these trainings are given to the person designated to put trainings on the calendar for each department. This person will rely on someone from the departments to give them the information to be placed on the calendar. There should be one designated person to do this.

Room Request Calendar – there is a calendar for each meeting room available at Keowee Street and the Regional Center. When a department needs to book a room, they send a “Meeting Room Request Form” to the designated person. There should be one person to handle this task. We currently have one main person, with a couple back up people in case the first person is out of the office. Having more than one person possibly causes problems with over booking rooms in the building or double booking the same room. The room calendars can be viewed by others, but they cannot modify the calendars. This is so they can see what is available before they try to book a room.

### ***Facebook Posts***

Facebook Postings including photos and videos must be approved by the building principals otherwise all posts must be approved by the Communications Coordinator before posting. The Communication Coordinator provides oversight of the process.

### ***Video***

Videos must be approved by the building principal before being recorded and before being posted on approved Social Media platforms

### ***YouTube***

YouTube will be the primary platform for MCECSC videos on an account set up by the Communications Coordinator with access granted to building principals.

### ***Hashtag***

#wearetheMCECSC  
#visionaryleadersprovidingexemplaryservice  
#MCECSCfamily  
#servingstudentsandstaff

### ***Tagline***

We are MCECSC!  
Visionary Leaders Providing Exemplary Service