



Progress Check for Continuous Improvement

**Communications & Community Relations
June 30, 2016**

Strategic Plan Goal Area	Internal and External Communication
Strategic Plan Performance Objective	Bridge and improve communication with external stakeholders

PLAN

Review the goal area, performance objective, initiative(s), performance measures, and action steps that you are working on for this particular area. What have you completed? What can you celebrate?

- Created and distributed Student Social Media Guidelines to 102k students throughout DeKalb County School District, in an effort to promote online safety.
- Spearheaded *My Brother's Keeper* event in collaboration with President Barack Obama's initiative to improve the outcomes and disproportionality of males of color. 800+ students attended including 200 families who attended workshops, bringing the total to 1k on a Saturday.
- Managed the *On the Scene with Dr. Green* listening tour including five school locations where the DeKalb County School District community was invited to have a "conversation" with Superintendent Dr. Green on key topics and concerns.
- Created and produced 36 episodes of "EngageMEnt Now!, a family engagement talk show. This program is an excellent means of sharing information between parents and the District.
- Produced 22 episodes of "The Bridge", a student produced variety show featuring high school students from across the District. This award winning show has now completed 3 seasons.
- Produced 18 Board of Education meetings. With transparency being one of the tenants of "Building TRUST", PDS-TV24 is and has been on the vanguard of providing a transparent look into the workings of the BOE. For 10 years the station has provided a dependable view of live meetings as they happen in DeKalb homes or via mobile device.
- Produced seven opinion-editorial (op-ed) statements for Dr. Green. These op-ed pieces addressed various issues facing the District including: Doraville TAD, OSD, student discipline, E-SPLOST, and STEM and Dr. Green's goals and expectations for SY2017.

DO

Describe the work of your team in achieving your performance objectives. Specifically address your initiatives and action steps.

- Through research, webinars, 1 on 1 conversations, metrics, and student focus groups/feedback, the social media guidelines were created to support student's use of social media in ways that have a positive impact on the learning environment and foster the legitimate, safe exchange of information.
- A committee was formed in order to coordinate the 2nd Annual MBK event. DCSD staff as well as external community members (100 Black Men, DeKalb Gov't) met weekly to coordinate the event.
- A promotional push of flyers, digital communications, and social media was used to promote *On the Scene with Dr. Green* speaking engagements. Project management and strategic marketing made this event successful.
- A team comprised of 24 contractors, the communications staff, Family Engagement, volunteers from the central office, and teachers worked together to develop topics, book guests, find performers, write segments, and record the shows.

CHECK

Are you getting the results needed to reach the performance targets? How are you monitoring and measuring to ensure results?

- Met and exceeded all performance targets. Received great feedback and attendance of events. Social media performance targets were met as well, but there should be more buy-in and support for DCSD social media channels.
- We have met all projected measures for the completion of episodic programs.

ACT

What are the challenges or obstacles you are facing or anticipating? What needs to change and/or improve to reach your performance targets? How will these changes lead to progress?

- DCSD students “fear” district social media as a communications tool. Students are afraid the district is watching their personal pages by following district channels.
- There is a lack of internal and external social media training and buy-in in order to maximize social media as a valuable learning tool.
- Students are active on social media and “ahead” of adults when it comes to social media, technology, apps, etc.
- A possible online crisis can occur due to lack of knowledge and safeguards.
- Increased funding is needed to create a larger, more impactful marketing campaign throughout the district.
- Collaboration with other government agencies is needed to broaden internet safety awareness such as a Cyber Safety Day.
- Speaking engagements from experts who can speak to digital policy and citizenship is needed.
- MBK committee members need additional support, funding, and time to create the MBK program.
- Next steps for TV programming are to promote the work. The viewership of these programs is under represented due to lack of awareness. The District does not currently promote the TV station or the programs it airs.
- To keep up with the workload and Strategic Plan expectations, the station will need to hire staff. This would allow us to fulfill our obligations while keeping costs low.



Strategic Plan Goal Area	Internal and External Communications
Strategic Plan Performance Objective	Improve and ensure district internal communication

PLAN	
<p>Review the goal area, performance objective, initiative(s), performance measures, and action steps that you are working on for this particular area. What have you completed? What can you celebrate?</p>	
<p>Now celebrating another vastly successful and award-winning year*, below are just a few of the many successful projects and initiatives we can highlight:</p> <p><u>E-SPLOST Campaign:</u> The first-ever DCSD Visual Communications campaign push to “educate and inform” stakeholders (internal and external) about E-SPLOST was a GREAT success. Contributing to a record-breaking 71% voter approval rating – the highest in DeKalb County history – this cross-functional, multi-channel campaign included:</p> <ul style="list-style-type: none"> • the creation and distribution of 20+ distinct Visual Communications deliverables – including PowerPoints, brochures, printed flyers, digital flyers, stickers, website banners, video messages, and more • “Penny-with-a-Purpose” video • social media blitz with daily postings • numerous employee emails, NewsFlash messages, and letters to principals • talking points, automated phone calls, and more <p><u>Expansion of Co-Branding Initiative:</u> An outgrowth of our Style Standards initiative, co-branding celebrates each individual school’s identity and heritage while simultaneously reinforcing its unity with/role within the District as a whole. By creating a package of Visual Communications deliverables that graphically depict each individual school ‘brand’ in conjunction with the District brand, we enhance both school pride/identification and District pride/identification.</p> <ul style="list-style-type: none"> • Increased the number of co-branded schools from 21 to 42 • Provided each school with their first-ever hi-rez school logo plus custom-designed templates for co-branded letterhead, fax cover sheets, envelopes, and business cards • Collaborated with IT to design and implement co-branded school websites for 42 schools <p><u>Redesigned District Website:</u> In conjunction with IT and numerous divisions/departments, we launched Phase One of our completely redesigned site! This intuitive, user-friendly site boasts a streamlined, state-of-the-art organizational structure, increased ease of navigation, enhanced search engine, device-specific responsiveness, and so much more! The result of months of cross-departmental collaboration, the site has already received significant positive feedback from both internal and external stakeholders. We are extremely pleased with Phase One of this project, and look forward to soon beginning work on Phase Two.</p> <p><u>ART STAR Hall of Fame:</u> Timed to coincide with the start of the 2015-2016 school year, our ART STAR Hall of Fame gallery celebrates the outstanding talent, dedication, and success of DCSD students by featuring 50 pieces (ten from each region) of award-winning student-created art. This exhibition,</p>	

located in the AIC, garnered recognition and acclaim from Governor Nathan Deal's office: "What a brilliant idea," said D.E.A.L. outreach coordinator, Pam Williams, after visiting our gallery. "I love the idea and the art," she continues. "I encourage other Districts to create similar displays."

Expansion of Communications Monitor System: This state-of-the-art system provides each division with FREE, targeted, concise, and direct messaging to stakeholders. Launched in 2015 with nine (9) monitors, and expanded in 2016 to include 18 monitors strategically placed throughout the Administrative Instructional Complex (AIC), Sam Moss Service Center, William Bradley Bryant Center, and various DCSD bus depots, this infinitely expandable system is programmed monthly to broadcast District messaging in accordance with the communications goals and objectives of our Strategic Plan.

Flagpole Dedication Ceremony: Featuring considerable student participation – including a DCSD JROTC color guard, DCSD band, drum core, and more – this ceremony, which required significant planning, coordination, and editorial services provided by our Visual Communications team, was a great success. The event was well organized, well attended, well executed, and received a favorable pictorial review in the AJC.

*To date, we have received ten (10) awards for Internal Communications projects including Style Standards and Co-Branding. The organizations bestowing these awards include the National School Public Relations Association (NSPRA), the Georgia School Public Relations Association (GSPRA), and the Academy of Interactive and Visual Arts.

DO

Describe the work of your team in achieving your performance objectives. Specifically address your initiatives and action steps.

We are working diligently to produce valuable assets, deliverables, and projects for the District as evidenced by the accomplishments referenced above.

We are also working directly with numerous school principals, various internal departments, external vendors, and external contacts to provide both visual communications assistance (Style Standards, Co-Branding, etc.), original content (press releases, NewsFlashes, letters, etc.) and editorial services (editing and proofreading).

CHECK

Are you getting the results needed to reach the performance targets? How are you monitoring and measuring to ensure results?

As indicated in the Performance Measure section of this document, we have either met or exceeded most targets.

We are monitoring results by:

- The actual physical assets we are producing
- Keeping a log of deliverables created, original content provided, and requests answered

ACT

What are the challenges or obstacles you are facing or anticipating? What needs to change and/or improve to reach your performance targets? How will these changes lead to progress?

As we look toward the future of our District, and our responsibilities to students, staff, parents, guardians, and more (i.e., our "community of learners"), expanded services and focus areas are necessary to:

1. FULFILL the expressed desires of DCSD teachers, administrators, and other employees (as detailed in the December, 2015 Communications Audit report)
2. MAXIMIZE the potential of 15,000+ employees united in vision, commitment, and purpose

3. CAPITALIZE upon the present HUNGER amongst DCSD employees for strong, unified leadership
4. BUILD trust, unity, and camaraderie between central office and DCSD teachers and staff: to over 15,000 employees across 170 District facilities and sites
5. SUSTAIN and ENHANCE the MOMENTUM that currently exists around Dr. Green's arrival, our newly restored accreditation status, our recent return to fiscal credibility, the stakeholder mandate of the E-SPLOST vote, proactive central office reorganization, cutting-edge technology expansion, and our laser-focused "rigor, relevance, and relationships" approach to the education and life-long learning of our nearly 102,000 students

As always, our challenges are budget and human capital. We need to work together to:

- Actually build an internal communications department that focuses exclusively on establishing and generating shared use throughout the District of a variety of communications channels to promote and strengthen information-sharing between and among administrative departments and school sites.
- Hire staff that will enable us to achieve this objective. At present, we have only one (1) staff member dedicated to Visual Communications and Internal Communications. As evidenced by data submitted in previous sections, this same staff member also produces and manages extensive external communications content and projects.
- Fully fund and support our initiatives
- Provide/fund additional professional development opportunities for existing staff