



PALMDALE SCHOOL DISTRICT'S COMMUNICATIONS PLAN 2020-2025



VISION

Palmdale will become a district where...
Every Student Leaves Ready for Success in High School and Beyond:
College, Career, the Global World.

MISSION

The mission of the Palmdale School District is to implement our vision with actions and services targeted to students, parents, and staff, so our students can live their lives to their full potential.

**39139 10TH STREET EAST
PALMDALE, CA 93550**

COMMUNICATION VISION

The Palmdale School District’s Communications Plan for the 2020-2025 school years will be utilized as a tool to ensure that all communications align with the strategic goals of the Palmdale PROMISE. The plan will be continually evaluated and updated as needed. It is the vision of the Palmdale School District to effectively communicate with all stakeholders and create an environment of cooperation, collaboration, and sense of community.

Through efficient and productive communications with all stakeholders, the district will be known for providing a quality education for all students. The district will actively pursue two-way communications by listening to its staff and community to continuously improve and evaluate communications efforts. This plan will also help our employees be knowledgeable ambassadors for the district, as they communicate key messages to the community.

Palmdale School District’s Communications Plan is led by the Superintendent along with the Assistant Superintendents, Directors, Principals, Assistant Principals and Coordinators. The communications team will be coordinated by the Coordinator of Extended Learning and Community Outreach. The activities contained in this plan ensure that the Palmdale School District will always be proactive in telling our story and responding appropriately to external events.

This Communications Plan will be targeted towards parents, students, business partners, media, and the community at large, as well as Palmdale School District employees and the Board of Education, and will focus upon the following areas:

TARGET AUDIENCES

Board of Education	Palmdale School District Employees
Business Partners	Parents
Community	Students
Media	

COMMITTEE MEMBERS

Candace Craven	Janet Simons
Cassandra Ziskind	Jim Smith
Danny Kanga	Lana Samaroo
Elena Esquer	Raul Maldonado

Ongoing Communications Goals:

Palmdale School District's communications effort is led by the Superintendent with the assistance of the Assistant Superintendents, Directors, Principals, Assistant Principals and Coordinators. The Communications Team will be coordinated by the Coordinator of Extended Learning and Community Outreach. The communication activities are performed continuously, to ensure we tell our story and not depend on someone else to tell the wrong story.



Media Relations

The district needs one office to serve as the point of contact with the media, no matter who is writing/producing/speaking content. If the media has a clearing house, it helps to push things out/get inquiries fielded to the correct person. If the media calls a person directly, the media office should be notified in order to track reporters, their contact info, and use that contact for other outreach. (i.e. a media file should be kept so that we can repost on our social media accounts.)

Public Relations Training

- Develop and maintain this communication plan.
- Train staff and parent groups.
- Provide public relations, marketing and communications on issues that impact schools, departments and the district.
- Communications Team provides advice on written and oral material, including school newsletters, letters home, brochures, talking points, key message development, media requests, etc.
- Partner with local colleges for an intern media program.

Parent and Community Outreach

- Focus is designed to build support and reach out to the greater Palmdale School District community.
- Work with community groups, organizations, and key businesses and opinion leaders to inform, recruit and promote community involvement.

Crisis Management

- Provide counsel to schools and district leaders to resolve crisis situations and/or emergencies, including the use of communication vehicles like parent letters, social media, talking points and key messages.
- Provide crisis media relations when schools are locked down or have experienced an incident.
- Schools and departments should consult with the Palmdale School District Crisis Team and follow designated protocols as needed.

Communication Platforms

Publications, Events and Social Media

- The Superintendent will keep employees and the community informed through videos, publications, events, and social media. (i.e. videos are available on the district website)
- Multimedia presentations are produced for community meetings, budget forums and internal leadership meetings. Photographs are also used in all of our publications, presentations, and district website.
- *Pulse of Palmdale* (3x a year) as it features different job categories and celebrates employee efforts.

Palmdale School District - *Facebook* and *Twitter* pages

Palmdale School District will continue to use *Facebook* and *Twitter* to provide real-time district and school news to the community. The pages are used as a tool to relay information of school closures, emergencies, good news and events. The pages aim to engage the community about local, state and national education news/topics, and post student and staff pictures and achievements.

Facebook Account

District
Schools

Twitter Account

District
Schools

ParentSquare

District
Schools

YouTube Channel

District
Schools

Launch Pad

One of the most popular informational tools, this quarterly publication is sent to all households within the Palmdale School District boundaries. The *Launch Pad* is used to highlight students by sharing information on past and upcoming events, provide news, and share photographs.

Annual Palmdale PROMISE Report

The Palmdale PROMISE Strategic Plan annual report showcases the district's achievement and accomplishments as it relates to the strategic plan.

School Newsletters

Each school publishes a newsletter promoting school activities and functions. Parents receive timely information about the school and district highlighting learning, students, and staff. Newsletters will be posted on the Palmdale School District website under each school.

Coffee with the Principal

Coffee with the Principal is a monthly event held at each school for Palmdale School District parents and community. It serves as an informational tool to communicate school news and events to the community while accepting feedback from parents.

ParentSquare

ParentSquare is a communications tool that enables teachers and staff to communicate with the parents of our students at any time. From direct messaging concerning student progress to district-wide announcements of upcoming events, news, and polls. Palmdale School District has the ability to keep everyone informed so no one misses out.

School District Board Meeting Broadcasts

Palmdale School District Board meetings are broadcasted live utilizing a virtual platform. You may find the meeting dates and virtual links on the district website. The agenda is published 48 hours prior to the Board meeting.

Palmdale School District Website

The district's website is a comprehensive source of information about district programs, schools, curriculum, policies, events and operations. It was designed to meet the informational needs of parents, students and the community. The site was created using web best practices. The performance of the site is monitored using analytics and a yearly online user survey is conducted to ensure the site meets key indicators and the goals of the district's strategic plan. The site is monitored and maintained daily by the Internet and Media Communications Specialist.

Breakfast with the Superintendent

Breakfast with the Superintendent is an annual event held at each school for Palmdale School District parents. Each school site hosts a *Breakfast with the Superintendent* meeting to update the community as well as solicit input/feedback.

Palmdale School District Employee Communications

- *PSD News* is the internal communication for our employees and is used for a variety of informational purposes such as job opportunities, employee training sessions, expectations and updates, board agendas, MOUs/Joint Communiques between the district and our associations, and other related informational items.

IMPLEMENTATION PLAN

The Communications Plan contain the strategies and actions that fall under the following six goals:

GOAL 1: PARENT AND COMMUNITY OUTREACH

“Children are the priority. Change is the reality. Collaboration is the strategy.”

- Judith Billings

Strategy 1: Cultivate and strengthen relationships within the Palmdale School District community to engage them in the district’s vision.	
Tactic 1: Ongoing information printed in the <i>Launch Pad</i> and school newsletters.	PROMISE 5.7.2
Tactic 2: Hold <i>Breakfast with the Superintendent</i> meetings and provide community input/feedback meetings on the budget, strategic plan, GATE, DELAC, SPAC, LCAP, AAPAC, SSC, Title I.	PROMISE 5.4.1, 5.4.2, 5.4.3
Tactic 3: Share information at the site level such as <i>Coffee with the Principal</i> , SSC, PTA, PTO, ELAC, Title I meetings, awards assemblies, newsletters, <i>ParentSquare</i> and with established district committees.	PROMISE 5.3.3

Strategy 2: Determine public attitudes toward the district and increase awareness and support for Palmdale School District.	
Tactic 1: School Annual Report to the School Board, Department Report to the School Board (video or written), Friday Letters, and feedback surveys with students, staff, parents and community.	PROMISE 5.4
Tactic 2: Broadcast and record Board meetings including all public comments.	PROMISE 5.4
Tactic 3: Monitor public and internal opinion with surveys and social media metrics.	PROMISE 5.7.2

Strategy 3: Leverage external communications through existing community and civic publications.	
<p>Tactic 1: Use local publications to communicate strategic information:</p> <ul style="list-style-type: none"> • Antelope Valley Press • AV Times • City of Palmdale • Geo Fencing • Radio 	PROMISE 5.7.4
<p>Tactic 2: Develop a plan to utilize social media as a promotion tool for the district.</p>	PROMISE 5.7.4

Strategy 4: Explore the development of a district-wide school volunteer program through a need's analysis.	
<p>Tactic 1: During the 2020-21 school year, the Communications Team will assess the current volunteer programs available in the district. Develop and utilize existing Raptor volunteer management systems for tracking and reporting hours.</p>	PROMISE 5.4
<p>Tactic 2: Recognize volunteers in a designated board meeting.</p>	PROMISE 5.4
<p>Tactic 3: Highlight volunteers with photos of volunteers in action, news reporting on volunteers and list names and total number of volunteer hours in the district's annual report.</p>	PROMISE 5.4

Strategy 5: Maintain and improve Superintendent's outreach programs.	
<p>Tactic 1: Arrange speaking engagements for the Superintendent at strategically selected community or nearby community and civic organizations.</p>	PROMISE 5.1, 5.2
<p>Tactic 2: Maintain and continue to build the past Board Member registry to promote ongoing connections to the community.</p>	PROMISE 5.1, 5.2
<p>Tactic 3: Conduct Superintendent meetings on a regular basis.</p>	PROMISE 5.1, 5.2
<p>Tactic 4: Use videos with the Superintendent and communications team members to reach parents, employees and the community at large. Inclusive of Spanish and ASL.</p>	PROMISE 5.1, 5.2, 5.6

GOAL 2: MEDIA RELATIONS

“We need to make the positive so loud that the negative becomes almost impossible to hear.” - George Couros

Strategy 1: Develop a proactive strategic media communications program.	
Tactic 1: Respond in a timely, reliable fashion to media inquiries and requests. Direct inquiries to the Superintendent’s office for proper response or assignment.	PROMISE 5.7.4
Tactic 2: Write and distribute op-ed pieces about district’s educational and promotional issues to local media.	PROMISE 5.7.4
Tactic 3: Assist media by providing access to schools/classrooms and district education experts who can provide interviews and background information about important education-related topics.	PROMISE 5.7.4
Tactic 4: Members of the Communications Team will act as district spokespeople and public information officers when necessary.	PROMISE 5.7.4
Tactic 5: Encourage/target reporters to follow the district’s Twitter feed and Facebook page.	PROMISE 5.7.2

GOAL 3: EMPLOYEE COMMUNICATIONS

“An organization’s ability to learn, and translate into action rapidly, is the ultimate competitive advantage” – Jack Welch

Strategy 1: Continue to strengthen the content and design of key communication tools for employees.	
Tactic 1: Deliver a weekly employee update, <i>PSD News</i> , to provide timely district and education news, Palmdale School District events.	PROMISE 5.2
Tactic 2: Hold meetings at school sites and district departments to disseminate information and seek feedback to promote transparency and collaboration.	PROMISE 5.2
Tactic 3: Superintendent and Cabinet visit each school with department staff to discuss site progress, offering support as needed.	PROMISE 5.2
Tactic 4: Utilize the district website to highlight district publications, events, student pictures and share positive Palmdale School District education stories.	PROMISE 5.2, 5.7.1
Tactic 5: Use QR codes to take people to the videos in our printed materials.	PROMISE 5.2

GOAL 4: CRISIS MANAGEMENT

“The significant problems we face cannot be solved at the same level of thinking we were at when we created them.” – Albert Einstein

Strategy 1: Develop strategies and protocols for effective Crisis Management	
Tactic 1: Provide counsel to schools and district leaders to resolve crisis situations and/or emergencies, including the use of communication vehicles such as parent letters, social media, talking points and key messages.	PROMISE 5.7
Tactic 2: Provide crisis media relations when schools are locked down or have experienced an incident.	PROMISE 5.7
Tactic 3: Schools and departments will utilize the Palmdale School District Crisis Team protocols and will conduct drills and trainings to prepare for emergency situations.	PROMISE 5.7

GOAL 5: PUBLIC RELATIONS TRAINING

“Create the highest, grandest vision for your life. You become what you believe.”
– Oprah Winfrey

Strategy 1: Develop message/position statements that represent the district’s vision, goals, challenges, and accomplishments.	
Tactic 1: Develop and maintain this communication plan.	PROMISE 5.7
Tactic 2: Train staff and parent groups.	PROMISE 5.7
Tactic 3: Provide public relations, marketing and communications on issues that impact schools, departments, and the district.	PROMISE 5.7
Tactic 4: Communications team provides advice on written and oral material, including school newsletters, letters home, brochures, talking points, key message development, media requests, etc.	PROMISE 5.7
Tactic 5: Partner with local colleges for an intern media program.	PROMISE 5.7

GOAL 6: COMMUNICATIONS PLATFORM

“Even the simplest tools can empower people to do great things.”

– Biz Stone

Strategy 1: Develop online communications platforms for stakeholders including parents, students, potential employees, businesses, and the general public.		
Tactic 1:	The Extended Learning and Communications Outreach Coordinator and Webmaster will provide accurate and timely communications with stakeholders.	PROMISE 5.7.1
Tactic 2:	Provide parents access to online tools such as <i>Parent Portal</i> , <i>ParentSquare</i> , and <i>Infinite Campus</i> .	PROMISE 5.7.2
Tactic 3:	Write appropriate content for the identified website audience.	PROMISE 5.7.1
Tactic 4:	Identify news and other content that can be published on media sources to keep stakeholders informed.	PROMISE 5.7.1
Tactic 5:	Use website analytics data to monitor usage and ensure best practices.	PROMISE 5.7.1
Tactic 6:	Use multiple media outlets such as <i>Facebook</i> , <i>Twitter</i> , and <i>ParentSquare</i> to provide information, highlight positives, and connect with the community.	PROMISE 5.7.2

EVALUATION AND MEASUREMENT

The following resources will be utilized to evaluate and measure the effectiveness of this communications plan.

Media survey

Employee survey

Media hits – proactive

Social media usage: *Facebook* and *Twitter* followers

Community feedback

Staff feedback

Website usage

CONCLUSION

The Palmdale School District’s Communication Plan for the 2020-2025 school years will be utilized as a tool to ensure that all communications align with the strategic goals of the Palmdale PROMISE. The plan will be continually evaluated and updated as needed.