



Communication Tools Help Make Your School Shine

The District's Communications Office is here to support our school and department leaders. In addition to access and training on powerful communication platforms, call us for help in:

- Strategizing crisis response
- Consulting for marketing programs and/or school events
- Enhancing school-to-home communication tools
- Assisting with videography, print material, graphic design

ESV – BrightArrow – Instant Connect

Support: Kendra Burt

- Email-Phone-Text web-based automated system
- Data uploaded nightly with custom uploads available

How should I use it? Emergency and non-emergency announcements, reminders and messages delivered directly to parents in minutes. Texts work best for short, simple messages, phone messages convey personality and care, emails work well for complex messages and are easy to refer back to over time. Phone calls convey personality of school leaders and build trust.

Examples: Reminders about important activities or deadlines, inform parents in the event of a school safety incident, share emailed newsletters, etc. Messages can be scheduled in advance for planned events, or sent with emergency settings for rapid delivery to multiple student contacts.

Peachjar

Support: Joanna Flynn

- Marketing tool to advertise flyers for internal and external activities
- Web-based system that delivers copies of flyers to parents via email
- Accessible on any mobile device or through the button on website home pages
- A fee-based service for outside non-profits and community services groups that meet certain eligibility requirements

How should I use it? Most effective for marketing, non-emergency messages. Can include links to online registration resources, etc.

Examples: Restaurant fundraisers, yearbook sales, spirit wear or carnival promotion. Schools should not use Peachjar to load flyers for non-district groups.

CUSD Today

Support: Patti Lippert & Your Site Communication Coordinator

- Newspaper-style good news publication mailed directly into homes August – June
- Three times a year the mailing list includes every address within the CUSD boundaries

How should I use it? Promote your school's accomplishments and raise awareness of your school, create a positive image.

Examples: Unique activities on campus, visually engaging learning experiences, student or staff accomplishments, unique CTE or business partnerships.



We are also home to the Foundation for Clovis Schools, a resource for classroom grants, scholarships, leadership training & support for new teachers.

Earned Media

Support: Patti Lippert & Your Site Communication Coordinator

- Local, state or national media coverage through print, online or broadcast news.

How should I use it? Increase the reputation of your school with the larger community, build positive school spirit and pride, showcase accomplishments of your students/staff/parents, promote the work of your educational team.

Examples: Great learning experiences for students; accomplishments or accolades earned by students, staff or school; unusual visitors or lessons connected to current events happening around the local, state, nation, world. Creative partnerships with business/industry. Broadcast media and photo journalists love highly visual activities and would likely cover the event which promotes awareness of STEM in our schools.

Social Media Channels (Twitter, Facebook, Instagram)

Support: Kendra Burt & Patti Lippert

- Web-based platforms that provide instant ways for community-based input, interaction, content sharing and collaboration among social networks around the world.

How should I use it? Identify the platforms used by your student and parent communities (these are often different based on age groups) and establish your school presence accordingly. Frequently update students and parents on activities, deadlines, events and good news about your school. Share photos, videos and other visually engaging content. Be prepared for the possibility of social media as a source of rumor mills/negative feedback by building a strong network of friends and followers so you can see what your community is talking about. Use social media carefully in times of tension and always make sure you have multiple people on your campus who are tapped into your students' social media habits/conversations.

Examples: School spirit activities; co-curricular activities; visual learning activities; promote upcoming events and deadlines. Work with district leadership to evaluate use of social media to address rumor/reaffirm school safety.

School Website

Support: Kendra Burt & Your Site Webmaster

- One-way web-based platform to provide information content 24-7 to the world.

How should I use it? Share news and information about your school, resources for parents and community; showcase school personality and resources available to parents; cross link to other resources around the district. Make sure teacher websites, school activities and events, forms, school data, calendar of events, etc. are up-to-date and readily accessible.

Examples: Much-used forms; frequently asked questions and resources; calendar of events; upcoming events; contact information; homework help.

■ Communications Staff ■

Kelly Avants, APR- Chief Communications Officer (ext. 79092)

Patti Lippert- Coordinator, Communications (ext. 79094)

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Rob Lambert- Production Specialist (ext. 79031)

▪ When Issues Hit ▪

Staying in touch with your Area Superintendent and the district's Chief Communications Officer when an atypical issue is emerging is important to ensure your success. How you navigate high profile issues provides an opportunity to build trust across our community through effective, consistent and thoughtful responses communicated timely and transparently.

When Navigating Issues

There is a team available to help anticipate and address needs and challenges created by whatever issue you are facing. This same team can help eliminate barriers to resources for your campus (like transportation, maintenance or custodial, or food service), provide consistent and timely communication, and identify other school sites that could be impacted (Human Resources).



**You are
not
alone**

**You are
not
isolated**



Often, what happens in one school community impacts other parts of the district. Keeping your Area Superintendent informed when non-routine issues hit your community ensures coordinated and comprehensive support for you

and others affected by the issue. It also prepares the district for questions from the public and media that often result from such situations.

Keep In Mind

Death or Injury of Student/Parent:

- In the event of a student or parent death or injury, we do not release names unless already identified by proper authorities.
- It's important to confirm with the family or their representative how much information we can share on their behalf.

Student or Staff Misbehavior:

- Work with HR and your Area Superintendent to consider any legalities impacting the situation.

Building Trust In the Midst of a Challenge

Credibility is built through good communication. Speed is crucial, especially in today's highly connected environment. Parents and the media are quick to seek information from other sources if we don't provide timely and accurate details.

While every situation is unique, we seek to keep key audiences informed as appropriate. These audiences include:

- District and site leadership
- Faculty/Staff
- Front Office teams responsible for answering phones
- Governing Board
- Local community leaders
- Parents/Guardians
- Media
- Students

