

2025-2026

COMMUNICATION PLAN



MARTIN COUNTY SCHOOL DISTRICT

INTRODUCTION

The purpose of the Martin County School District Communication Plan is to present a clear and precise framework for communicating with our internal and external school community stakeholders. The Communication Plan will serve as a guide for the District, providing strategies and ensuring its communication efforts align with the goals of the District's [2024-2029 Strategic Plan](#).

In its effort to foster effective communication with all its stakeholders, the Martin County School District has developed a Communication Plan that incorporates the Standards for the School Public Relations Profession from the [National School Public Relations Association](#).

NSPRA defines education public relations/communication as follows:

Educational public relations/communications is a planned, systematic management function, designed to help improve the programs and services of an educational organization. It relies on a comprehensive, two-way communication process involving both internal and external stakeholders with the goal of stimulating better understanding of the role, objectives, accomplishments and needs of an organization.

Educational public relations/communications programs assist in interpreting public attitudes, identify and help shape policies and procedures in the public interest, and carry on involvement and information activities which earn public support and understanding.



Our Strategic Plan

The Martin County School District has established a comprehensive strategic plan to guide our efforts over the next several years. The plan focuses on envisioning future goals, closing gaps between current realities and future visions, implementing concrete actions, and evaluating progress on a consistent basis. A wide range of our community members contributed input, including staff, students, parents, and other stakeholders.



MISSION

To Educate All Students for Success



VISION

To Become A Dynamic Educational System of Excellence

5 STRATEGIC THEMES



Deliberate, Data-Driven Use of Resources:

Innovating practices to ensure that resources and support lead to increased student outcomes.



Stakeholder Engagement & Community Collaboration:

Ensuring that voices are heard and valued through active stakeholder participation.



Building a Community of Adult Learners:

Developing the professional staff, community partners, and parents to support student success.



Positive Learning & Working Environment:

Fostering a respectful, responsive, and innovative environment for both students and staff.



Future Readiness:

Preparing students for future success through opportunities, pathways, and resources.

OUR COMMUNICATION PLAN GOALS

Stakeholder Engagement and Community Collaboration

- Provide opportunities to ensure voices are heard, input is valued, and action is taken
- Create and foster educational partnerships
- Communicate opportunities and outcomes for improvement efforts

Institutional Pride and District Promotion

- Build capacity across all levels and departments in the District to promote and market Martin County schools, its specialty programs, and its quality services
- Deepen institutional pride and commitment to being the educational leader in Florida within the District's internal audiences

Internal Communications

- Strengthen communications shared internally to support staff in ensuring success for all students, especially aligned to district priorities and key strategies for continuous improvement
- Create staff communications that instill pride in the District and create a sense of belonging to assist with retaining and attracting high-quality staff

OUR GUIDING PRINCIPLES

- **Transparency:** Share timely and accurate information.
- **Consistency:** Use approved channels and follow established protocols.
- **Respect & Privacy:** Comply with FERPA and protect confidential information.
- **Collaboration:** Engage all stakeholders - students, staff, families, community members, elected officials, media, and law enforcement - in support of student success.

OUR KEY MESSAGES

- ◆ Martin County School District is the best educational choice on the Treasure Coast. We have been cultivating legendary student success for 100 years.
- ◆ Martin County School District has established a new five-year comprehensive Strategic Plan, designed to advance the District toward its goal of becoming the leading PK-12 educational system in Florida.
- ◆ Martin County School District values its partnerships with families and community members to support our students in their growth and accomplishments.

OUR AUDIENCES

PRIMARY

- Parents/guardians/caregivers of current students
- Staff members
- Students
- District residents
- Coaches and club sponsors



SECONDARY

- Alumni
- Business leaders, community Chambers of Commerce, and economic development groups
- Destination retirement community
- Faith community
- Future residents
- Local health providers
- Local law enforcement and emergency management officials
- Local news media
- Municipal/county leaders and state lawmakers
- Neighboring school districts/schools
- Post-secondary educational institutions
- Realtors and mortgage lenders
- Service groups



OUR GOALS, OBJECTIVES, AND MEASURES

STRATEGIC PLAN GOALS

COMMUNICATION PLAN GOALS

OBJECTIVES

Stakeholder Engagement and Community Collaboration

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MEASURES

- Broadcast Media Monitoring
- Social Media, E-Newsletter, and Website Analytics
- Event Attendance Data
- Volunteer Data

OUR COMMUNICATION PROTOCOLS & PROCEDURES

The Martin County School District (MCSD) is committed to **open, honest, and ongoing two-way communication** with students, families, staff, and the community. All communications are designed to foster trust, support student success, and ensure transparency in decisions and operations.

SCHOOL-TO-HOME COMMUNICATIONS

GOAL: Ensure families are informed about student progress, school activities, and district initiatives.

Procedures:

- **Regular Updates:** Schools use email, robocalls, mobile app, social media, websites, and the FOCUS Parent Portal to share information.
- **Events & Meetings:** Open Houses, orientations, parent-teacher conferences, and face-to-face or virtual meetings strengthen relationships.
- **Academic & Behavioral Updates:** Teachers communicate directly with parents about student performance; the FOCUS Parent Portal is a tool but not a substitute for personal outreach.
- **District Publications:** The Code of Student Conduct, Student Progression Plan, and school-specific handbooks outline policies and expectations.
- **Mass Notifications:** Used for urgent messages such as schedule changes, safety alerts, or weather closures.

HOME-TO-SCHOOL COMMUNICATIONS

GOAL: Maintain regular, two-way, and meaningful engagement from families and the community.

Procedures:

- **Direct Contact:** Parents may reach staff via phone, email, or the District's Let'sTalk! platform.
- **Feedback Opportunities:** Families are encouraged to participate in surveys, advisory committees, and decision-making groups.
- **Student Advocacy:** Families are partners in supporting learning, advocating for students, and engaging in school improvement efforts.
- **Community Partnerships:** MCSD welcomes volunteers and collaborates with civic, business, and faith organizations to enhance student opportunities.

CRISIS COMMUNICATIONS

GOAL: Provide timely, accurate, and coordinated information during emergencies while protecting safety, privacy, and the educational process.

Protocols:

- **Notification Systems:** Use mass notification tools (phone, text, email), social media, website alerts, and the District mobile app for urgent updates.
- **Roles & Responsibilities:** Communications follow National Incident Management System (NIMS) guidelines. The Superintendent or designee approves messages; the Communications Team coordinates with emergency personnel to ensure accuracy.
- **Key Messages:** Tailor for parents, students, staff, media, and the public; maintain privacy where required.
- **Media Coordination:** Designate a spokesperson, identify staging areas, and provide regular updates to news outlets and digital channels.
- **School Support:** Site administrators receive direction from the Communications Team and are trained to coordinate messaging with District staff and emergency agencies.



OUR PUBLICATIONS, SOCIAL MEDIA & MOBILE APPLICATIONS

Martin Moments

The Martin County School District regularly publishes an e-newsletter to communicate news, events and other information to stakeholders.

The Annual Comprehensive Financial Report

The [ACFR](#) is a set of audited financial reports for the District that complies with the accounting requirements of the Governmental Accounting Standards Board (GASB).

MCSD Website

The District's website, www.MartinSchools.org, is a comprehensive source of information about programs, schools, curriculum, policies, events, and operations. It was designed to meet the informational needs of parents, students, and the community. Each school has its own webpage within the site to provide parents and students detailed information about their schools.

LetsTalk! Communication Platform

LetsTalk! is an always-on communication platform embedded on the District's website. Stakeholders may submit comments, questions, or requests 24 hours a day, seven days a week. District staff respond to inquiries and allow the public to submit feedback regarding their level of satisfaction with the District's service.

Social Media

The Martin County School District's [Facebook](#), [X/Twitter](#), [Instagram](#), [YouTube](#), [Spotify](#), [Apple Podcasts](#), and [LinkedIn](#) pages provide real-time District and school news to the community. The pages feature information about school closures, emergencies, achievements, daily happenings, and upcoming events.

MCSD's Mobile App

The mobile app provides real-time District and school news to the community. It encompasses an app for each school site and the District overall. Parents may choose to follow multiple schools to receive push notifications. Each school manages its own app to relay information of achievements, good news, events, school closures, and emergencies. The app is available for [iOS](#) and [Android](#) devices.

MCSD's Bus Tracking App MyReaXiumApp

The MyReaXiumApp ([iOS](#) and [Android](#)) provides the ability for students and their families to track the student's assigned bus location in real-time. Parents whose contact information is current in the FOCUS Parent Portal will have the ability to receive notifications when their child(ren) get on and off the bus and when the bus arrives at the child's school.



OUR AWARD-WINNING TEAM

JENNIFER DESHAZO, CHIEF OF STAFF & STRATEGIC COMMUNICATIONS

MARK COWLES, COORDINATOR OF EXECUTIVE INITIATIVES

DEREK LOWE, COORDINATOR OF PUBLIC INFORMATION & COMMUNITY RELATIONS

KIRSTIE GERMAINE, MULTIMEDIA JOURNALIST

MAGGIE DROMERHAUSER, PUBLIC INFORMATION & COMMUNITY RELATIONS SPECIALIST



Martin County School District is a member of SUNSPRA, the Sunshine State School Public Relations Association.

SUNSPRA named 36 award recipients at its spring “Tides of Change” annual conference in Orlando. The prestigious Sunshine Medallion Awards of Excellence showcase exemplary efforts in strategic communications, community engagement, and public relations efforts for school districts in Florida. Using innovative strategies and impactful messaging that resonates with the community and stakeholders, SUNSPRA awards underscore the importance of transparency, effective communication, and community involvement in the educational process.

Award recipients are selected based on strict criteria from the National School Public Relations Association, confirming exceptional work in public relations, communications, marketing, and community engagement.

Martin County School District received a number of awards in the **“Digital Media and Publications”** categories:

Social Media

- Gold – Martin County Public Schools “Senior Spotlight”

Video Series

- Silver – Martin County Public Schools “National Principals Month Celebration”
- Bronze – Martin County Public Schools “Thank a Teacher”

Singular Video

- Gold - Martin County Public Schools “Environmental Studies Center – Grandparents Day”
- Silver – Martin County Public Schools “First Day of School Hype Video”
- Bronze – Martin County Public Schools “Job Fair Hype Video”

