

**BPS
COMMUNICATIONS
PLAN**

**2022-2023
SCHOOL YEAR**



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Introduction

Brevard County is a diverse community of just over 600,000 residents. Brevard Public Schools (BPS) serves roughly 73,000 students in grades PreK-12, and the school district itself employs approximately 8,000 staff members.

The Office of Government and Community Relations (GCR) seeks to facilitate the district's direction and Strategic Plan. GCR's goal is to effectively manage the flow of information between Brevard Public Schools, our employees, community leaders, and the public.

The GCR team uses a variety of channels to market BPS, inform our community, and improve public perception of our schools. This communications plan will serve as a guide for the 2022-23 school year and enable us to effectively communicate important information about the people, programs, and passion that make up Brevard Public Schools.

Media Relations

Objectives

- Increase number of positive stories in print and broadcast media
- Expand professional relationships between GCR team members and local media representatives
- Increase use of social media networks to augment media efforts
- Serve as BPS' primary liaison with news media

Strategies

- Pitch four unique news story ideas per month
- Connect or Re-Connect with one media member per month
- Increase number of followers on BPS social media platforms
- Hold at least one-story mining workshop with local media members once a year

Metrics/ Progress Tracking

- Turn 33% of story pitches into media placements
- Increase Facebook followers from 36,134 to 38,000
- Increase Facebook "likes" from 32,892 to 34,000
- Increase Instagram followers from 2,420 to 5,000
- Increase Twitter followers from 10,476 to 12,000
- Become "Verified" on social media platforms
- Increase Spotify podcast "plays" from 84 to 240

Through proactive outreach, we will leverage our relationships with the media to increase story placements showcasing student learning and achievement; educational opportunities; and fiscal responsibility and stewardship.

We will seek opportunities to build and diversify media engagement and earned media, while being timely and responsive to their content needs.

We will strategically promote the goings on of the BPS community on our social media accounts to increase audience engagement.

Public Relations

Objectives

- Improve public understanding of how the district runs and the finances are managed
- Improve district and schools' profiles and reputations among current and prospective families
- Increase public recognition of district leaders
- Support the Superintendent and School Board to engage the community on district initiatives and policies
- Elevate the visibility and perceived accessibility of Superintendent and principals

Strategies

- Elevate the positive public perception of BPS
- Leverage BPS publications, website, and social media platforms to showcase our schools and their unique differentiators
- Increase frequency of external speaking opportunities for District Leadership
- Utilize social media and website to inform the public about board meetings; support board members with any needed presentation materials and/or talking points
- Communicate messages on behalf of the Superintendent
- Position BPS staff as trusted advisors on topics regarding education, child development, and related topics
- Monitor media coverage and social media commentary to correct or clarify inaccurate or misinformation; provide timely responses to parent and community inquiries
- Continue to provide interdepartmental support for various programs and initiatives, as needed
- Regularly produce BPS Smart Podcast to educate listeners on topics relevant to district staff, family, and community members
- Act as a resource to principals when developing and implementing their schools' communications plans

Metrics/ Progress Tracking

- Conduct yearly parent survey
- Produce one internally sourced story per week
- Have district leadership attend at least 2 external speaking engagements in the community per month
- Produce two BPS Smart Podcast episodes per month
- Update school bios, as needed

Through direct and diverse stakeholder outreach and engagement, we work to protect the district's reputation and strengthen public trust in its' decisions and leadership. It is our goal to build confidence in, and support of, Brevard's public schools, making BPS the preferred educational choice among families in our county.

Community Outreach & Engagement

Objectives

- Grow and maintain business and community partnerships in support of schools and programs, specifically PIE
- Ensure all partners are aware BPS is open to partners on campus
- Increase support and connection with community groups
- Grow and maintain advertising revenue and program sponsorship

Metrics/ Progress Tracking

- Attend at least three PIE partner appointments or events per week
- Attend at least 1 faith-based partner engagement per month
- Increase Legacy engagement in support of District initiatives through events & newsletters
- Hold six PLT meetings per year
- Grow total number of advertisers by a minimum of two dozen
- Increase advertising revenue by 10%
- Work with developers to create and launch the official Thrive by Five app

Strategies

- Maintain ongoing calendar of virtual and in-person PIE networking events, partner appointments, and speaking engagements
- Ensure faith-based partners at every school are connected and engaged
- Leverage Legacy Club members as ambassadors of BPS programs to the senior community
- Continue to grow efficacy of Parent Leadership Team (PLT), and provide informative topics to grow attendance at PLT meetings
- Continue to leverage advertising revenue and program sponsorship dollars in support of school and district-based projects
- Develop and promote Thrive by Five app

Our business and community partnerships remain a strong and vital resource for our schools' and district initiatives. We work collaboratively with businesses, non-profits, service clubs, civic organizations, and the faith-based community to garner financial or in-kind support.

Our goal is to educate and inform the public on important issues and promote involvement in our schools, through the Partners in Education (PIE) program, volunteering, mentoring, internships and other opportunities.

Emergency/Crisis Communications

Objectives

- Maintain strong relationships with school leaders and be their “go-to” source for communications support in times of crisis
- Communicate critical information to key stakeholders (parents, students, staff, media, board members, and the community) in a timely manner
- Establish, update, and maintain emergency planning documents and communication flow charts

Strategies

- Update the BPS Emergency Planning Guidebook, district communications flow chart, and Principal Playbook
- Support schools in communicating incidents to families in a timely manner, and manage media outreach and inquiries during times of crisis
- Conduct GCR Training Drill to respond to major incidents/events

Metrics/ Progress Tracking

- Track each critical incident, noting the following:
 - Time of awareness of incident
 - Time of first communication in response to incident
- Update and reissue BPS Emergency Planning Guidebook, Principal Playbook, and communications flow chart
- Conduct one training drill on crisis communications by March 31, 2023

The Office of Government and Community Relations is responsible for supporting our schools when incidents and crisis situations arise. Depending on the nature of the situation, GCR will work with school administrators to provide guidance on parent communications; craft and/or send written communications to families; manage media inquiries; and serve as the on-site spokesperson/PIO.

GCR works closely with school directors, District Security, BPS leadership, and the School Board to stay informed of incidents and communicate important information to the community. GCR works with District Operations and other departments as necessary, to update and maintain emergency planning resources and serve on emergency response teams for hurricanes and other critical incidents.

Employee Communications

Objectives

- Increase employee trust in district leadership
- Improve morale to ultimately increase employee retention
- Increase engagement with BPS employees on district news and events

Strategies

- Produce stories for the media and BPS platforms focused on BPS programs and employees
- Publish positive stories and convey messages of appreciation about/for staff
- Hold focus groups with BPS staff throughout the district to ascertain staff satisfaction and perception of the district

Metrics/ Progress Tracking

- Publish two stories per month featuring BPS employees
- Hold focus groups with BPS staff and create an action plan for district leadership and employees based on findings
- Create a "Heart of Brevard" award to recognize one outstanding staff member each month, and present the award at the monthly School Board meetings

While Human Resources is responsible for the distribution of many employee communications, occasionally GCR will provide support for internal communications efforts. This could include creative development of print and digital collateral, online information and resources, and morale-building activities, among other things.

Meet the GCR Team

Russell Bruhn
Chief Strategic Communications Officer

Specialties: Public Relations, Marketing Communications, Crisis Communications, Government Relations

Kellyn Manders
GCR Senior Coordinator

Specialties: Public Relations, Marketing Communications, Crisis Communications

Jessica Harden
Media & Publications Coordinator

Specialties: Marketing Communications

Debra Foley
Marketing & Outreach Supervisor

Specialties: Organic & Paid Community Engagement

Caitlin Maffeo
Community & Engagement Programs Coordinator

Specialties: Organic & Paid Community Engagement

Dan Jankowski
Graphic Designer

Specialties: Graphic Design

Mike Francisco
Digital Producer

Specialties: Videography, Production, Video Editing

Linda Piccolella
Customer Care Supervisor

Specialties: Customer Care, Employee Training

Daren Bolton
Printing Services Manager

Specialties: School & District Printing & Production

Office of Government & Community Relations

Communications
Methods

Public Relations/ Marketing Communications

Skills/Services

Media Relations

- Press releases, media advisories
- Reactive media management and response
- Proactive media outreach
- Editorial calendar
- Content development
- Social media engagement
- Media training

Strategic Communications

- Strategic planning and plan development
- Survey research
- Messaging
- Marketing plans for struggling schools

Superintendent's Visibility

- Speech/remark writing and scripts
- Presentation development and coaching
- Thought leader writing
- Speaking opportunities
- Media interviews
- Community Events

Schools Support

- Media opportunities
- Social media presence
- New school openings

Interdepartmental Support

- Media profile opportunities
- Event and program promotion
- Social media presence
- Awards and recognitions
- Paid advertising opportunities

Mediums/Offerings

Traditional Media

- Print
- Broadcast (TV, radio, podcast)
- Content "partnerships" with Everything Brevard magazine and online, Space Coast Daily and Spotlight magazines

Social Media

- Facebook
 - BPS Page
 - School Pages
 - PIE page
- Twitter
- Instagram
- YouTube (board meetings, promotional and archival videos)
- BPS homepage and resources pages
- Advertising and analytics

BPS Publications/Media

- BPS Headlines (weekly)
- PIE update (weekly)
- Legacy newsletter (monthly)
- Superintendent's Report (bi-weekly)
- Parent Resource Guide
- BPS SMART Podcast
- Heart-to-Heart Video Series

Frequency: Ongoing

Crisis Communications

Skills/Services

School/Employee events (non-critical)

- Guidance and support for school leaders
- Statement writing
- Media mitigation

Emergency Response

- Content development
- Crisis planning

Critical Incident Response

- Media staging
- PIO/spokesperson duties

Issues/Reputation Management

- As needed

Mediums/Offerings

- Blackboard Connect (parent communications)
- Principal's Playbook
- Brevard PIN (PIOs network)
- Social Media
- District Website
- County Emergency Services

Government Relations

Skills/Services

Board and District Initiatives

Lobbying Liaison (Capitol City)

County and City Government Relationship Building

Mediums/Offerings

- Annual legislative lunch
- Lobby days in Tallahassee
- Student Government/SGA leaders
- Public Meetings

Organic & Paid Community Engagement

Skills/Services

Partners in Education (PIE) Network

- PIE Coordinators at every school
- Business/community/faith-based partners (at/above 110)
- Advertising program (district and school level; in-kind and paid)

Legacy (approx 7,500 seniors)

Students in Transition

- Faith-based community outreach and engagement

Parent Engagement/Outreach

Mediums/Offerings

PIE

- Weekly PIE Update (e-newsletter)
- PIE Facebook page
- PIE LinkedIn networking page

Legacy

- Monthly Legacy (e-newsletter)
- Legacy discount cards program

Parent Engagement/Outreach

- Blackboard Connect
- Peachjar
- Survey Monkey
- Parent Leadership
- Annual Parent Survey
- Parent Resource Guide

Other Departmental Services

Skills/Services

Graphic Design

- GCR & interdepartmental support
- Individual school support

Digital Media Services

- GCR & interdepartmental support
- Individual school support

Printing & Production Services

- GCR & interdepartmental support
- Individual school support

Customer Care

- Front desk
- Community Ombudsman
(Parents/stakeholders/employees)
- Public, Employee & Student Records

Mediums/Offerings

Graphic Design

- Publications design and layout
- Marketing collateral
- Signage

Digital Media Services

- Video and production services
- Board meeting coverage
- Drone

Printing & Production Services

- Banners, posters and signs
- Annual student planners
- Graduation programs
- Booklets, postcards, flyers, standees, folders, marketing collateral, etc.
- Print publications production

Customer Care

- School Office Clerk training

Graphic Design, Digital Media, and
Printing Services Frequency: As Needed

Customer Care Frequency: Ongoing