

Communications Department Board Orientation 2023



Communications Team

Kathy Reeves, Director

Media relations/inquiries, new releases, communication strategies and messaging, emergency response notification, branding, community and staff surveys, district publications and newsletters, specialized communications plans for specific projects and programs.

Jennifer Goodhart, Communications Coordinator

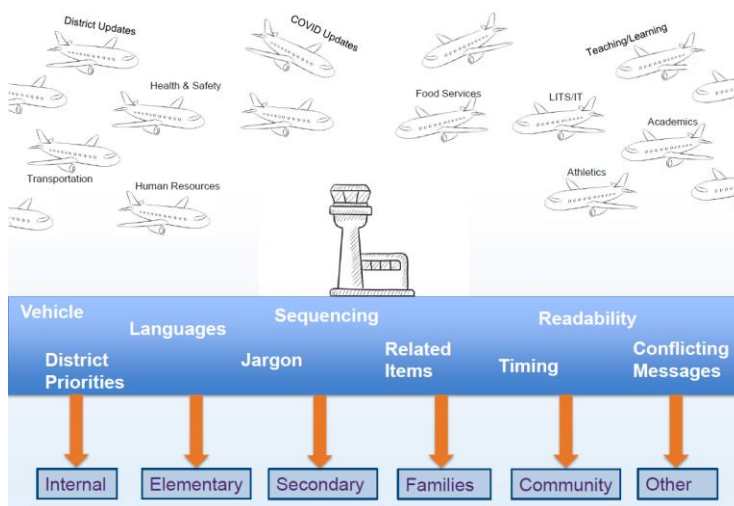
Blackboard Connect, district app, *InTouch* and *NewsLinks* communications, school newsletter items, videos, *Our Schools* community newsletter, written communications, news releases, website content and maintenance.

Linda Carbajal, Communications Technician

Social media communications, school calendar, PEP Club (Public Education Participation), community flyers, news releases, website content and maintenance, photography.

Role of Communications

Communications is the “air traffic controller” of messaging for the district. We have dozens of different messages coming and going at any one time and are tasked with ensuring the messages are properly sequenced, prioritized, communicated in the right language (with no jargon) to the right audience at the right time. Managing both internal and external communications includes ensuring the internal audience understands and can be advocates for the external message.



Communication Vision for 2023-24

Improve at telling our story

There are many positive stories happening in our schools that need to be told. Exceptional communication and thoughtful engagement will influence families and the community to value Everett Public Schools as a leader in providing high-quality, safe education that prepares students to contribute to and thrive in a global community.

Themes and Key Messages

- Everett Public Schools is a culturally and economically diverse, growing school district.
- Our students receive high-quality education to prepare them for future success. Outstanding graduation rates and test scores are backed by data (TBD pending results – messages have integrity).
- We strive to ensure our students and staff are safe, and treated with respect and equity.
- We are good stewards of our finances and strategic partnerships.

Stakeholders

Internal: Board of directors, administrators, staff members, union leaders

External: students, parents, volunteers, key communicators, media, community members, partners, businesses

Strategies

- Provide clear, consistent and accurate information appropriate for the audience. We will grow in our ability to communicate in a way that reaches all populations in our schools.
- Share information through storytelling, images and culturally relevant means
- Be timely and multi-channeled in messaging
- Create two-way engagement when feasible
- Humanity, integrity, diversity
- Manage crisis calmly and with empathy

Assumptions

- 2023-24 will be more similar to pre-COVID educational experience
- Proactive and planned communications are occasionally trumped by crisis communication
- Communication and engagement based on improving learning will increase informed advocates
- Communications must match the experience

Communications Tools

Internal:

- [NewsLinks](#) – sent once a month to staff via email
- Staff news page
- Principal Packet
- All staff emails and voicemails
- [BoardNotes](#) – sent to staff after board meetings
- Superintendent emails – monthly (Doc's dugout) or when needed
- Staff newsletters (from school)

Some channels overlap internal and external. For instance, website, social platforms and news releases reach both staff and external audiences.

External:

Social Channels

We manage the district social accounts as well as support school accounts. This includes promoting events and happenings, as well as educational posts and responding to community inquiries.

- Facebook
- Twitter
- Instagram
- YouTube

Website: everettsd.org

We manage the website and continually make updates. This year we are switching platforms which is a huge undertaking, partnering with It.

- Google Analytics
- ADA compliance – Ally
- 13,380 Web pages

[News releases](#) – Email distribution list, post on website and social media

[Eflyers](#) – Email distribution through the schools providing information to families about not-for-profit services for students.

[InTouch](#) – E-newsletter, opt-in, bi-monthly distribution

No [Our Schools](#) this year– printed newsletter will no longer be available due to budget reductions

Let's Talk – Chatbot Chet – We manage the Let's Talk tool which provides 24/7 access to standard questions as well as the ability to send an email in to get specific questions answered.

Blackboard Connect messages – sent by district or by school for various purposes

- Email, phone, text, mobile app notification
- Emergency communications

School newsletters – Email distribution to schools who then include in their information to distribute electronically or printed copy sent home with students

Brand Guide

BRAND STANDARDS GUIDE

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What is a brand?

A brand is more than just a logo. It is more than the product you produce. It is not just a company's identity. Brand is the personality of a business. It is what a person thinks and feels about your organization. Therefore, the way we interact with others, whether in person, via print, or what they observe from afar, all are part of our brand. That is why it is important to have consistent messaging in logos, color schemes, the language we use, and our customer service. Every one of these things influence how others perceive Everett Public Schools, and are therefore essential to our brand.



Brand Materials

logos, style guide, templates

If you have questions or need help contact the Communications Department at 425-385-4040.

Edit Selected... ▾ Add... ▾	
<input type="checkbox"/>	Type ▴ Title
<input type="checkbox"/>	Brand Standards Guide
<input type="checkbox"/>	Core Values rebrand 2021
<input type="checkbox"/>	Four Pillars
<input type="checkbox"/>	Logos
<input type="checkbox"/>	Social media information for district accounts Request form, tips and information
<input type="checkbox"/>	Strategic plan graphic elements - archive Graphic elements from core values and strategic plan posters
<input type="checkbox"/>	Strategic Priorities rebrand 2021 Graphic elements from core values and priority student outcomes plan posters
<input type="checkbox"/>	Templates and samples examples of letters, notes, envelopes, fax covers, etc.
<input type="checkbox"/>	Website redesign graphic examples of new design
<input type="checkbox"/>	Website Standards

Miscellaneous Duties

Emergency Response	<ul style="list-style-type: none">• Communication to parents and staff for schools• Liaison with law enforcement PIO• Messaging support for schools• Provide communication training for administrators
Sex Offenders	<ul style="list-style-type: none">• Sheriff's contact for the district• Communicate to appropriate school staff
Compliance	<ul style="list-style-type: none">• Student FERPA protection and staff education• Public Disclosure Commission (PDC) education for staff• ADA compliance?
Event Support	<ul style="list-style-type: none">• Advice, counsel, planning• Event promotion• Graphic design and support
Recognitions	<ul style="list-style-type: none">• Retiring staff• Board meetings
Event Planning	<ul style="list-style-type: none">• Retirement Celebration• Executive Briefings
Video and Graphics	<ul style="list-style-type: none">• In-house videos and graphics• In-house marketing plans
Public Information officer	<ul style="list-style-type: none">• Respond to media requests/minimize district exposure when possible• Train executives in media relations• Pitch stories to the media

Communication Measurement Tools

Social Media:

- Facebook 10,000 (up 3% from 2022)
- Twitter 4,466 (up 6% from 2022)
- Instagram 5,343 (up 11% from 2022)
- Mobil App 14,442 (up 9% from 2022)

Website (Google Analytics)

- 80% desktop, 20% mobile
- Monthly average page views 1.3M

Media (Meltwater)

- Alerts us to key words in print and broadcast media
- Will indicate ad value and sentiment of article