

Clayton County Public Schools

Department  
of  
Communications

Communications Plan  
2013 - 2017



# Mission, Vision, Belief Statements and Goals Clayton County Public Schools

## **Vision Statement**

The vision of Clayton County Public Schools is to be a district of excellence preparing ALL students to live and compete successfully in a global society.

## **Mission Statement**

The mission of Clayton County Public Schools is to be accountable to all stakeholders for providing a globally competitive education that empowers students to achieve academic and personal goals and to become college and career ready, productive, responsible citizens.

## **Core Belief Statements**

- We believe children have first priority on all of our resources.
- We believe education is the shared responsibility of the student, the parent/guardian, the school, and the community.
- We believe communication and understanding among all stakeholders of our diverse community are essential to achieving the goals of education.
- We believe that learning is a continuous process and most productive when the needs of each child are met through instruction provided by competent and caring teachers.
- We believe a learning environment where everyone experiences security, care, dignity, and respect is essential.

## **Strategic Goals**

1. To increase academic achievement for all students in Clayton County Public Schools as evidenced by state, national and international assessment results
2. To provide and maintain a safe, orderly and secure learning environment
3. To create an environment that promotes active engagement, accountability, and collaboration of all stakeholders to maximize student achievement
4. To effectively communicate the system's vision and purpose and allow stakeholder involvement in an effort to build understanding and support
5. To provide high quality support services delivered on time and within budget to promote student academic success in the Clayton County Public Schools
6. To recruit and retain highly qualified and effective staff

## **Statement of Purpose**

The Department of Communications serves as an advocate to strengthen involvement with our communities (internal and external) by developing and implementing strategies and tools that communicate the goals of Clayton County Public Schools and their success in accomplishing academic growth for the county's children.

### **\*Staff Abbreviations**

Mgr. – Manager, Television Services

CL – Community Liaison

CA – Communications Assistant

# Performance Objectives



## Performance Objective 1 - Publicize/promote the goals, programs, services, and activities of the school district as determined by executive staff.

### Initiative 1

Establish and maintain a communication link with all schools in order to promote the division's good news – provide training – hold celebration to show appreciation

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Establish contact list	None	2013-17	CA	Annually	Ongoing
Meet with contacts	None	2013-17	MGR.	Twice Annually	Ongoing
Host Celebration	TBD	2014	CL	Annually	Planning

### Initiative 2

Meet with the different district-level departments/offices to assess the types of services and instruments need to fulfill their communications needs for the year

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Meet with Administrators	None	2013	MGR.	Annually	Ongoing
Meet with Area I	None	2014	MGR.	Annually	Ongoing
Meet with Area II	None	2014	MGR.	Annually	Ongoing

### Initiative 3

Develop a systematic plan to improve communications between district administration and the instructional staff – focus on two-way communication

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Develop Master calendar	None	2013	MGR.	Continuously	Ongoing
Daily View	None	2013	CA	Daily	Ongoing
Monday Messenger	None	2013	ALL	Weekly	Ongoing

**Initiative 4**

Improve communications outreach to teachers and other employees through the effective use of print and electronic instruments

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Establish quarterly newsletter	TBD	2014	ALL	NA	Planning
Establish Twitter	None	2014	CL	NA	Planning
Establish Facebook	None	2014	CL	NA	Planning

**Initiative 5**

Improve communications outreach to parents and the community through the effective use of print and electronic instruments

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Connect Ed Calls	Connect Ed	2013	MGR.	Successful	Complete
Quarterly Parent Newsletter	TBD	2015	TBD	NA	Planning

**Initiative 6**

Recognize outstanding staff and students

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Board Recognitions	None	2013	CL	Began March 2013	Ongoing
Class Act Teacher	None	2013	MGR.	Submit 1 per month	Ongoing



## Performance Objective 2 - Identify strategic issues and manage crisis situations.

### Initiative 1

Review/Develop departmental procedure for Crisis Communications Management – enhance where necessary – conduct one table-top exercise to test effectiveness

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Plan Established	None	2013-17	All	Plan now in place	Complete
Establish internal emergency protocol	None	2013	MGR.	Working with HR	In Progress
Conduct emergency drills	None	2013-17	MGR.	Working with HR	Ongoing

### Initiative 2

Communicate with other local and state governmental entities to determine collaborative effectiveness of district plan – enhance where necessary – test for viability and effectiveness

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Meet with Local Officials	None	2013	MGR.	Working with HR	Ongoing
Conduct Emergency Drill	None	March 2013	MGR.	Scheduled	Done

### Initiative 3

Establish collaborative relationships with other key crisis response groups – conduct discussion/planning sessions – conduct one drill to test effectiveness of collaboration

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Coordinating with Police, Fire, Sheriff	None	2014	MGR.	Twice Annually	Planning
Schedule a countywide Drill	None	2014	MGR.	Annually	Planning

### Initiative 4

Meet with school district departments and school administrators to review crisis communication plans/planning – offer assistance where needed

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Schedule Meeting	None	2013	MGR.	Annually	Planning
Hold Meeting during summer/preplanning	None	2013-14	MGR.	Annually	Planning

**Initiative 5**

Develop brochure outlining key crisis communication strategies and services available through Communications Department

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Plan Brochure	None	2014	CL	Ongoing	Planning
Print Brochure	None	2015	CL	NA	Planning



## **Performance Objective 3 - Execute or obtain the research necessary to implement effective communications and community initiatives and evaluate those programs.**

### **Initiative 1**

Conduct research of programs/activities/instruments that are recognized as exemplary models – assess the viability of adaptation to CCPS

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Contact GSPRA	None	2014-15	TBD		Pending
Contact NSPRA	None	2014-15	TBD		Pending

### **Initiative 2**

Assess the effectiveness of our community involvement initiatives – explore best practices of community involvement programs from across the Metro region, the state, and the nation

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Survey the Community	None	2013-14	ALL	Annually	Planning
Survey Chamber of Commerce Members	None	2014-15	ALL	Annually	Planning

### **Initiative 3**

Conduct focus groups and/or surveys as needed to determine departmental effectiveness

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Survey Employees	None	2013-17	ALL	Annually	Planning
Survey Parents	None	2013-17	ALL	Annually	Planning

### **Initiative 4**

Investigate the feasibility of CCTV (Channel 24) conducting audience research

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Investigation Initiated	None	2013	MGR.	TBD	Planning
Survey Community	None	2014	MGR.	TBD	Planning



## **Performance Objective 4 - Provide internal and external publics with access to information about the school district 24 hours a day, seven days a week.**

### **Initiative 1**

Review effectiveness of Web site – check content – determine ease of use (user friendly) – maintain close working relationship with MIS staff

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Conduct Survey	None	2013	ALL	Annually	Completed
Rework Website	None	2013	ALL	Bi-Annually	In Progress

### **Initiative 2**

Review effectiveness of district's local cable access channel – educational (channel 24) – check content – review procedures for posting information on the channel – research the feasibility of expanding local broadcast content

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Accept Public Feedback	None	2013	MGR.	Continuously	Ongoing
Review Policy	None	2014	MGR.	Annually	Planning
Research Web Options	None	2014	MGR.	Annually	Planning

### **Initiative 3**

Review effectiveness Clayton Connects (School Messenger) – evaluate effectiveness in compatibility with goal

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Feedback from Parents	None	2013-17	ALL	Bi-annually	Ongoing
Develop procedure for implementation	None	2013	ALL	Ongoing	Complete



## Performance Objective 5 - Provide consultation and training in communications and community relations.

### Initiative 1

Meet with school district departments to assess needs in the area of communications planning (actual event planning and training opportunities) for the school year – conduct planning activities and/or training – evaluate for effectiveness

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Meet with School Representatives	None	2013	CL	Annually	In Progress

### Initiative 2

Work with Department of Professional Learning to develop Communications component for various training programs

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Establish needs of the Department	None	2013	MGR.	As needed	Complete
Work with PL to develop training videos	None	2013	MGR.	Continuous	Ongoing
Air Videos on Channel 24 and web	None	2014-17	MGR.	Continuous	Ongoing

### Initiative 3

Create a brochure focusing on the training services available to district offices, departments, and schools – distribute

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Meet with Professional Learning	TBD	2014	TBD	TBD	Planning
Produce Brochure	TBD	2015	TBD	TBD	Planning
Distribute Materials	TBD	2015	TBD	TBD	Planning



## **Performance Objective 6 - To work closely with the Office of Second Language Learning to better communicate with our diverse population.**

### **Initiative 1**

Meet with Office of Second Language Learners to review the effectiveness of and enhance where necessary the Second Language Learning Communications Plan

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Meet with Department	None	2014-17	ALL	Annually	Planning

### **Initiative 2**

Translate all major communications tools/documents into Spanish and other languages as needed

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Work with Liaisons to translate documents	None	2013-17	ALL	As Needed	Ongoing



## Performance Objective 7 - Generate, maintain, and expand community involvement.

### Initiative 1

Review Day One process to determine effectiveness – implement changes (if any) – carry through event – seek evaluations from principals and participants

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Evaluate 2012 Day One	None	2013	CL	Annually	Ongoing
Plan for 2013 Day One	None	2013	CL	Spring 2013	In Progress
Plan for future Day One Events	None	2014-17	CL	Spring 2014 – 17	Planning

### Initiative 2

Determine if Community Forum series will be held – review process – implement changes (if any) – carry through events – seek evaluation

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Under Review	None	2014-17	ALL	Annually	Planning

### Initiative 3

Research and develop two new opportunities that would expand community involvement for the district

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Explore options for increased community involvement	TBD	2013-17	CL	As Needed	Planning

### Initiative 4

Increase use of Clayton Connects (School Messenger) by 15 percent at the district level and by 10 percent at the school level – seek evaluations for effectiveness

Action Steps	Resources	Timeline	Staff*	Evaluation	Status
Determine call needs	School Messenger	2013-17	ALL	Annually	Ongoing

**Initiative 5**

Revise/Update REACH program – maximize effectiveness of partners, volunteer, and mentor activities/programs

<b>Action Steps</b>	<b>Resources</b>	<b>Timeline</b>	<b>Staff*</b>	<b>Evaluation</b>	<b>Status</b>
Establish Support for School Level Programs	None	2013	CL	Annually	In Progress
Promote the program and training dates	None	2013-14	CL	Annually	Planning
Assist school locations with recruitment	None	2014	CL	Annually	Planning