

CPSB COMMUNICATION PLAN



Calcasieu Parish School Board
Office of Public Information
3310 Broad St.
Lake Charles, LA 70615

OFFICE OF PUBLIC INFORMATION FACT SHEET

We offer assistance with Calcasieu Parish School Board (CPSB) communication needs, including:

Media Relations

We actively pitch news stories about the CPSB and its schools. We also respond to media inquiries, including preparation of media statements and hold news conferences on key announcements and initiatives.

Internal/External Publications

We help draft letters, press releases/advisories, newsletter articles and other communication tools for specific sites regarding school events and meetings, etc. Stories about CPSB students, staff and community members are featured on the CPSB website and Facebook page.

Incident Response

We provide schools and sites assistance with incident response including talking points, parent/staff letters and media response.

Marketing/Community Relations

We highlight our unique academic programs to the community through a variety of online and print communications. The public information officer represents CPSB on key community organizations and committees.

CPSB Strategic Planning/Message Development

We work with schools and departments to develop communication and marketing plans including message development for key academic programs, school/student performance and CPSB initiatives.

Bond Communication

We help with bond project communication including letters, newsletter articles, fact sheets and other communication tools regarding bond

BACKGROUND

The Calcasieu Parish School Board is dedicated to improving and maintaining a two-way flow of communication with all stakeholders. Good communication builds credibility, improves relationships, fosters goodwill and earns trust. It is our job to keep stakeholders informed about policies, academics, student/school/district performance, programs, activities and accomplishments. Transparent communication is vital to create a better-educated, supportive community and promote public confidence. Knowledge empowers people and stimulates an appreciation for the value the district has to its residents and Calcasieu Parish’s future vitality.

PURPOSE

The purpose of this Communication Plan is to present a clear, concise framework for the internal and external communication systems with the goal of creating open, honest, two-way communication. This blueprint outlines how the district regularly informs stakeholders of student successes, opportunities, policies and challenges facing the district.

COMMUNICATION GUIDELINES

- Communicate with all affected parties
- Communicate early and often with timely information
- Each message should be audience specific
- Choose a communication channel(s) appropriate to the message and the audience receiving the message
- Provide regular, unbiased reporting of important issues
- Emphasize customer support

COMMUNICATION CHANNELS

There are numerous channels to use for both internal and external information needs:

News releases/media advisories	E-mails
Media coverage	School Messenger
District website	District events
School websites	School events
Newsletters	School buses
Social Media	School marquees

COMMUNICATION GOALS

All communication efforts will support the superintendent and school board in their commitment to the district's vision, mission and goals by clearly communicating with staff, parents and the community.

- 1. Develop and maintain positive relationships with internal and external stakeholders to strengthen support of the district and build public confidence in the students, teachers and schools.*
- 2. Increase transparent two-way communication to improve the public's perception of the district.*
- 3. Build awareness of the the unique opportunities offered by CPSB and the accomplishments and performance of our students/staff.*
- 4. Continue to update the district's website with timely, accurate information.*
- 5. Create a culture of customer support district-wide.*
- 6. Establish an effective media relations program to inform the public and promote CPSB schools.*



TARGET AUDIENCES

There are multiple external and internal audiences that must be targeted in order to fully execute the district's communication goals.

External Communications:

Information | Public Relations | Reputation Management | Partnerships

External communication is how we make the district visible to the community. We disseminate news of the district, market our programs, share our performance and promote our image. We must build solid relationships with stakeholders to build a foundation of trust.

Internal Communications:

Information | Connectedness | Understanding | Satisfaction

Internal communications can run the gamut from large-scale distribution of official information to smaller communications that are less formal. Information exchange within an organization should be rooted in the familiarity of being part of the same team. We must develop consistent communications to foster confidence and a sense of belonging.

External Audiences:

Elected officials

Business community

Media

Local Leaders

Taxpayers/voters

Parents

Students

Community supporters

Internal Audiences:

Board members

Administrators

Teachers

Staff

PLAN EXECUTION

Establishing positive, effective communications requires the following:

- *Lead with our message* – We must tell our own stories first.
- *Brand identity* – We must provide stakeholders with a clear understanding of who we are, what we do, and where we are going.
- *Consistency* – We need consistency to support the CPSB brand identity
- *Social media* – The world communicates through social media and so must we.

**Our stakeholders require a higher level of service.
With the right approach, we can deliver.**