

# Washtenaw ISD Communication Profile | 2017

**Purpose:** To provide an overview of the timely, accurate, and informative communications utilized to build community, credibility, and understanding with external and internal stakeholders.

**Target Audience:** Washtenaw ISD Staff

**Key Components:**

- Staffing additions/changes • Facility updates • Legislative impact • Achievements/Awards • Program information • Feedback • Emergencies

Communication Tool	Timing	Placement	Content	Responsibility/Resources
Monday Memo	Weekly	Agency email/Intranet	Current news that pertains to events, policy and programs that relate to the work/mission of WISD	Superintendent and various staff members
Social Media	Daily	WISD Facebook and Twitter accounts	Announcements, articles, photos that pertain to agency activities/programs	Communications
Web Site	Ongoing	Internet	Contains reports, events, announcements, and general information about the agency	Technology/Communications and all agency departments
Let's Talk	Ongoing	Link on Web site	Internal & external audiences can ask questions, note concerns and pay compliments to the agency through this online communication tool	Administrative Team and their designees respond to messages through email or phone call and keep track of the progress of the topic submitted until the content is recorded as "closed."
Surveys	Ongoing	K-12 Insight, HUMANeX	K-12 surveys taken by staff to provide feedback on various events. The HUMANeX survey is designed to gauge the climate of the agency.	Superintendent/Communications/HR
PowerPoint presentations	Upon request	Meetings/conferences	Designing & compiling content for staff to present at local, state & national meetings.	Communications in collaboration with various departments

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School Messenger	As needed	Phone/email/text	This system is activated to quickly inform staff of school closings and other relevant work-related information	Communications
Information flyers/brochures	Upon request	Agency information center (lobby) and community information outlets	Assist the staff in developing information items to promote an event, program, or provide an overview of the agency	Communications
Alerts	As needed	Email	Weather, traffic, death notices and other urgent messages are relayed to staff as they unfold	Communications
Shout Out	Ongoing	Web/email/social media	Staff and student accomplishments are posted to promote goodwill, boost moral, and give affirmation	Communications
Employee Recognition	Annual	Opening Day/Receptions	To recognize and honor staff who have attained milestone work anniversaries or staff who are retiring	Communications in collaboration with various departments
Agency Wellness Initiative	Ongoing	In-house activities	Developing, organizing and implementing a plan with activities to encourage mental, emotional and physical healthy lifestyles. Quarterly events are planned including: Fitness competitions, Health screenings, cooking demonstrations, food drives and more	Communications working with a Committee
Photography	As needed	Submitted to local media, web sites, social media, newsletters, Monday Memo	Documenting events or achievements through the use of photos or video	Communications
Tech Bytes	Bi-monthly	Electronic newsletter	Helpful tech tips & info tips	Technology Department

<b>Target Audience: Parents/Families</b> <b>Key Components:</b> • Health & Safety Alerts • Program information • Emergencies				
Communication Tool	Timing	Placement	Content	Responsibility/Resources
Annual Education Report	Annual	Web site and schools	This annual report, required by the state, provides a status update of all student programs	Communications/Special Education/Achievement Initiatives
Letters	As needed	Student backpacks/mail	Issued when a potential health concern arises (e.g. lice, pinkeye) to advise parents of incident & what action may need to occur	Communications in collaboration with various departments
Flyers	Upon request	On the web site, social media, email, local media	Review and create event flyers, when requested, and post to various sites to promote the events	Communications in collaboration with various departments
Let's Talk	Ongoing	Link on Web site	Internal and external audiences can ask questions, note concerns to the agency	Administrative Team
School Messenger	As needed	Phone/email/text	This system is activated to quickly inform families of school closings and other relevant information	Communications
Web Site	Ongoing	Internet	Keeping timely, fresh and relevant information posted on the web site to assist families	Technology/Communications
Fundraisers	Upon request	Local media, social media, web, email	Assist with organizing & executing fundraisers to benefit students e.g. annual PSO activities	Communications/Special Education

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**Target Audience: Community Stakeholders**

**Key Components:**

- Bond Elections • Legislative Action Impacting Education • Consolidation/Annexation • Innovative and Breaking News • Engagement

Communication Tool	Timing	Placement	Content	Responsibility/Resources
Local Media	As needed	Press releases	Topics related to agency changes of interest to the local community	Superintendent/Communications
Let's Talk	Ongoing	Link on Web site	Internal and external audiences may ask questions, note concerns and pay compliments to the agency	Administrative Team
Surveys	As needed	Phone	Contracting for surveys to gauge the electorate climate for a particular ballot issue	Superintendent/Communications/Business Office
Brochures	Ongoing	Various community locations including the local chamber of commerce and libraries	General information overview of the agency and services provided	Communications
Community Engagement	Ongoing	Ann Arbor Area Community Foundation, Washtenaw United Way, Washtenaw County Reads	Serving on the Grants Allocation Committee for AAACF; assisting with the WISD UW campaign; serving on the committee to help promote the annual Washtenaw Reads event	Communications
Statewide initiatives	Ongoing	Career Technical Education & Michigan School Public Relations Assoc.	Task force work to promote CTE in MI Membership in MSPRA networking & innovation	Communications/CTE professionals
Property Transfers	As needed	Board Packet	Prepare materials related to property transfer requests	Superintendent/Communications

Target Audience: <b>Local Districts</b> Key Components: • Bond Elections • Communication Support				
Communication Tool	Timing	Placement	Content	Responsibility/Resources
Press Releases	As needed	Local Media	Write and disseminate breaking or innovative news taking place in the local districts	Communications
Crisis Communication	As needed	Local media, social media, web sites, phone/text alerts, email	When a crisis arises, assisting with communication to internal and external audiences to convey initial information and updates	Communications/Administrative Team
Surveys	As needed	Phone/email	To gauge customer satisfaction or to learn the electorate climate for a particular ballot issue	Superintendent/Communications
Photography	As needed	Submitted to local media, web sites, social media, newsletters	To communicate an event or achievement through the use of photos or video	Communications
Bond Elections	As needed	Binders, electronic formats	Preparing information for districts to distribute to stakeholders	Superintendent/Communications/Business Office

Target Audience: **Board of Education**

**Key Components:**

- Resolutions • Awards • Communication updates

Communication Tool	Timing	Placement	Content	Responsibility/Resources
Resolutions	Upon request	Recorded Minutes	Prepare resolutions for the board to act upon during their regularly scheduled meetings	Communications
Communication Updates	As needed	Email	When a crisis arises, informing the board of the situation and status	Superintendent/Communications
Board Biographies	As needed	Web site	Update and post the current biographies of board members	Communications
Awards	As needed	Board Room, publications	Complete and submit nominations for WISD that will bring positive recognition and attention to the agency	Communications in collaboration with various administrators
Property Transfers	As needed	Board Packet	Compile and prepare materials related to property transfer requests	Superintendent/Communications