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WSPR ANNUAL CONFERENCE
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Rountable Discussion – Positive, Professional Communication

How and what you do regarding PR as a district, and a PR person, depends...

District size and structure, job descriptions, personalities, district goals, etc.

Our situation allows us to control messages, if necessary, from our District Office, thus communicating a clear, consistent and professional message that is efficiently disseminated and readily accessible.

Examples include Media Releases, AlertNow emergency and non-emergency communications to parent groups and staff.

Communication Goal – does your District/Board have one?

“Increase the community’s understanding, confidence and engagement in the Ashwaubenon School District’s operation and success.”

Communication Matrix (handout)

Our focus over the last few years - all relate to our long-term district goal(s)

Website, website, website – our repository for information plus, ability to collect info

Electronic communication/publication – inexpensive, “green”, efficient

Positive media releases – showcase great things happening in our schools (by staff)

Senior Citizen volunteer program

Business Partner recognition

Alumni database

Don’t forget the audience within – the “message” starts with staff

Also work with Booster Clubs, Parent Organizations, student groups

Still Need To Do or Improve

Social Media – Facebook, Twitter, the next thing...

Business Partnerships – make it a two-way street

Alumni –recognition, communication, opportunity to give back?

Fact sheet

On Display

Calendar, logo/branded items, table tents, magnets and other merchandise/trinkets.

Other questions?