INTERNAL & EXTERNAL COMMUNICATIONS PLAN

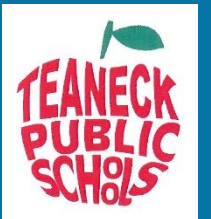## Communications & Community Relations 2020-2024

Prepared by Terry Corallo,

Chief of Staff/Director of Community Relations

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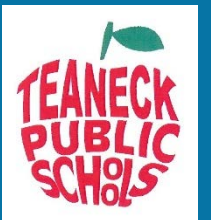
TABLE OF CONTENTS
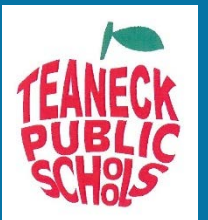
INTRODUCTION/DISTRICT NARRATIVE

First in the country to voluntarily integrate its schools, the Teaneck Public School District, with approximately 3700 students in seven schools (4 elementary, 2 middle and 1 high school) and 425 certificated staff, has recently developed a new District Strategic Plan to guide the direction of the district over five years (2019-2024).

The District Strategic Plan includes new mission and vision statements, along with the district's core values:

Mission: The Teaneck Public School District educates and empowers students by providing a high quality, rigorous educational experience which prepares students for success within a diverse, global society.

Vision: The Teaneck Advantage: Educational Excellence for All

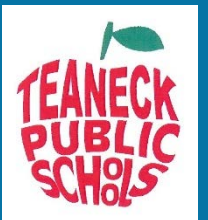Core Values: Equity, Excellence, Innovation and Collaboration.
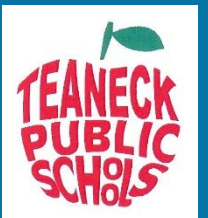
DISTRICT STRATEGIC PLAN (2019-2024) PRIORITY AREAS

Five Priority Areas:

- Academic Programming

- Facilities and Infrastructure

- Communication and Community Partnerships

- Equity and Inclusion

- Talent Acquisition and Retention

PRIORITY THREE: COMMUNICATION AND COMMUNITY PARTNERSHIPS

Goal: By July 2024, the Teaneck Public Schools will execute effective communications and solidify quality relationships with educational partners within and throughout the community.

- Deploy an internal and external communications plan that engages and strengthens community relations

- Identify and create additional volunteer opportunities for members of the community to engage with Teaneck Public School students

- Ensure all communications reflect positively on our schools and district, are user-friendly, and include appropriate use of district images and messages in support of the district's mission, vision, values and goals

INTERNAL & EXTERNAL COMMUNICATIONS PLAN

Overall Goal: Create a clear, consistent, and positive internal and external communications and community relations plan/program – one that supports the District's vision, mission, and five priority areas, encourages open communications with key stakeholders, and enhances the school district's overall brand/reputation.
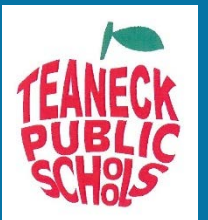
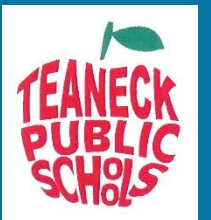# INTERNAL & EXTERNAL STAKEHOLDERS

Internal Stakeholders

- TPS Students
- TPS Staff
- Board of Education Trustees

External Stakeholders

- Parents/Guardians
- Partners
- Teaneck Community
- News Media

How are we reaching/working with these key audiences currently and how will we do so moving forward?

EXTERNAL COMMUNICATIONS: CURRENT OUTREACH

- Website – District and Schools

- Social Media – Facebook & YouTube (District); Facebook & Twitter (Schools)

- Media Relations – The Record, The Suburbanite, News 12 & other local media

- Superintendent's Advisory Committees – Student, Faculty, Faith-based, Special Education families, Beyond Diversity, Student Code of Conduct

- Superintendent's Emails/Video Messages – From Vaping to Mental Health Services – wide variety of topics

- Superintendent's Report – issued monthly with input from all schools

- Town Hall Meetings, Board of Education Meetings & Community Forums

- University Partners – Fairleigh Dickinson, Bloomfield College, Bergen Community

- Volunteer Program - community-focused to have adults support our schools

- Community Calendar of Events Posters - Black History & Women's History Months
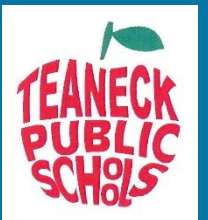
INTERNAL COMMUNICATIONS: CURRENT OUTREACH

- Superintendent Communications – Emails/Video Messages/Automated Phone Calls

- Superintendent's Annual Convocation & Various Staff Town Hall Events

- Superintendent's Executive Team, Principals, and Leadership Team Meetings – varies by group – some weekly, some biweekly, some monthly/quarterly

- Business Office and Human Resources Emails to Staff – As Needed

- Employee Portal - paychecks, attendance, basic personal information

- District Website Homepage & Staff Section – *not "Intranet" site/password protected*

- Principals' Meetings with Staff - Monthly

- Principals' Emails with Staff – As Needed
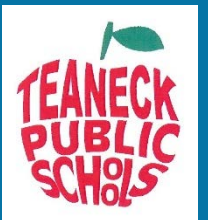
CURRENT INTERNAL & EXTERNAL COMMUNICATIONS AUDIT

- In November/December 2019, conducted audit of our current state of communications via online survey of our Leadership Team, Parents/Guardians, Staff, and Students
  - Not all questions were the same – relevant to target audience
  - Leadership Team "Test" Survey in October: 30 responses
  - Parent, Student and Staff Surveys achieved great response rate
  - *See Appendix for additional results*

- Survey responses reflect perceptions & opinions

- Important to address these perceptions as we move forward with our communication tools (e.g. website, social media, emails, etc.)
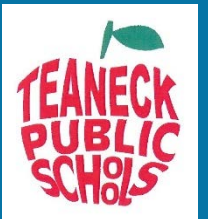
NOTEWORTHY SURVEY RESULTS: PARENTS/GUARDIANS

- Communication from my child's school meets my expectations – 63% responded "frequently or always"

- Communication from the district meets my expectations – 54.6% responded "frequently or always"; 7% responded "never"

- My child's/children's schools use their school website to share good news – 55% "frequently or always"; 10% "never"

- I am aware of the accomplishments/success stories at:
  - My child's school – 11.6% never; 47.8% sometimes
  - At the district level – 13.2% never; 46.8% sometimes

- Skyward Family Access is an effective communications tool – 41% "always"; 5.6% "never" and 22.3% "do not use"

NOTEWORTHY SURVEY RESULTS: MIDDLE/HIGH SCHOOL STUDENTS

- The district website is easy to use and has helpful information for students – 51% responded "frequently or always"; 5.6% "never"

- I visit my school's website – 59.2% responded "frequently or always"; 9% responded "never"

- I am aware of my school's student accomplishments and other good news – 38.5% "frequently or always"; 11.2% "never"

- My school leadership is open to hearing new ideas about how to improve my school – 18.8% "always"; 26.4% "frequently"; 43.1% "sometimes"; 11.7% "never"
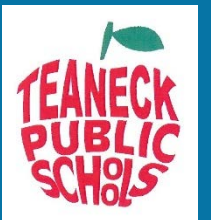
NOTEWORTHY SURVEY RESULTS: STAFF

- I visit my school website – 51% responded "frequently or always"

- I visit the district website – 67.8 % "frequently or always"

- My school uses its school website effectively to share good news – 66% "frequently or always"

- Staff are well-informed of school and district accomplishments – 50% "frequently or always"; 3.7% "never"

- Skyward Family Access is an effective communications tool to reach parents– 13.7% "always"; 12.4% "never"

- I feel well-informed about my employee benefits – 31.7% "frequently or always"; 18.6% "never"

- I feel well-informed of district policies and regulations – 30.4% "frequently or always"; 19.9% "never"

KEY COMMUNICATION SURVEY FINDINGS

- **Despite 60% of parents saying they are on Facebook, less than 40% of our parents, students and staff are following our Facebook posts** (currently have 840 "Likes" and 930 followers as of 5/20/20…launched 2/7/19)

- **Primary communication vehicle "want" – mobile app**, followed by Instagram

- District website content performed better than expected but still needs more useful/relevant information

- **Parents and staff prefer emails as primary (non-emergency) means of communication** from schools and district

- **Nearly 50% of our stakeholders do NOT feel well-informed of school and district accomplishments**

- Many staff members do NOT feel well-informed on employee benefits and district policies/regulations

COMMUNICATIONS: GO-FORWARD STRATEGY

Promoting "The Teaneck Advantage: Educational Excellence For All"

What does this mean?

Why is it better to be employed or go to school in Teaneck?

What are our strengths?

Our District Strategic Plan talks about our goals and our vision – but who were we before and who are we now? It's in the MISSION!

Mission: The Teaneck Public School District educates and empowers students by providing a high quality, rigorous educational experience which prepares students for success within a diverse, global society.
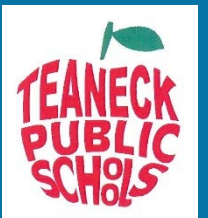
COMMUNICATIONS: GO-FORWARD STRATEGY

Promoting "The Teaneck Advantage: Educational Excellence For All"

How do we communicate our MISSION while promoting our VISION?

- *Develop "Brand Ambassadors" who are provided specific talking points that will be shared broadly regarding our district's and schools' strengths.*

- *Disseminate consistent and clear communication of our goals and our progress towards achieving these goals.*

- *Utilize effective communication vehicles and keep them updated/current*

- *Issue frequent and targeted school communications to highlight student and staff accomplishments through social media or school mobile app (which offers translation capabilities).*
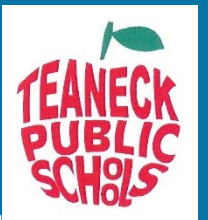
EXTERNAL COMMUNICATIONS: PLAN OBJECTIVES

- Support "The Teaneck Advantage: Educational Excellence for All" Vision Statement

- Encourage two-way communication with key stakeholders

- Communicate simply and frequently to ensure understanding of district goals, and progress towards these goals; everyone tells our story!

- Ensure communication vehicles (e.g. website, social media, promotional flyers/brochures) reflect positively on our schools/district and are efficient, effective and user-friendly

- Create new brand identity and align visual appearance of multiple communication "touch points" to promote a consistent brand image

- Recognize Teaneck's diversity by supporting student programs/events, welcoming volunteers, and translating communication materials

- Utilize media relations (online, print, broadcast) to promote positive news and to enhance understanding of district's goals and progress towards these goals

- Measure and evaluate success of implemented plan on annual basis and make necessary changes
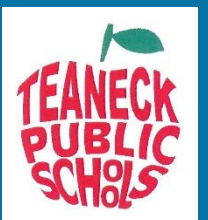
EXTERNAL COMMUNICATIONS: GO-FORWARD PLANS

Promoting "The Teaneck Advantage: Educational Excellence For All"

- *It will include a **new/improved brand identity** – one that expresses a new beginning and potential for students and staff*

- *The New Brand Identity will feature:*
  - *"Finessed" Apple logo with new Vision tagline*
  - *Graphic/design elements - from business cards and letterhead to flyers, brochures, banners, website, social media etc..).*
  - *Directions on proper usage to ensure consistent and correct usage on all communication materials…not currently happening today.*
  - *Talking points for our staff to become "Brand Ambassadors"*
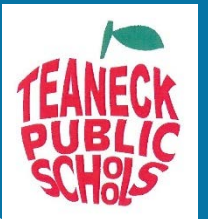
EXTERNAL COMMUNICATIONS: GO-FORWARD PLANS

Other Key Enhancements:

➤ Improve Social Media & Website Presence

  ➤ District Website – Revamp homepage to reflect new brand; improve content and navigation/ease-of-use for homepage, Parent and community sections (e.g. registration)

  ➤ School Websites – Update to be consistent with new brand identity; add section to share positive news/achievements by students and staff

  ➤ Help schools select specific social media vehicles and train on how to use effectively

➤ Encourage Student Involvement in External Communications

  ➤ Include student input – committees, surveys

  ➤ Work with teachers to secure student involvement in communication outreach – creation of videos, commercials, social media posts, podcasts

  ➤ Use mobile app to recognize student accomplishments - have students tell us their "news" – also translates into multiple languages
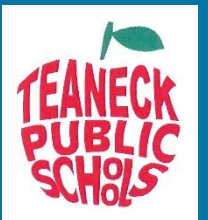
EXTERNAL COMMUNICATIONS: GO-FORWARD PLANS

➤ Expand Outreach

   ➤ Promote district and school social media – secure new followers by offering mobile app, and ensure schools are posting regularly or do not have social media at all; promote #TeaneckAdvantage

   ➤ Create Superintendent Podcasts featuring guest speakers to discuss specific topics of interest

   ➤ Target and strengthen Community Partners & Community Engagement – universities and local businesses and social groups

   ➤ Solicit Volunteers – How do we maximize this program to be beneficial to schools and to the volunteers? Can we move to a virtual environment for reading, mentors, tutors, etc?

   ➤ Improve Media Relations – Podcasts and social media can be used to help broaden outreach to regional and national news outlets
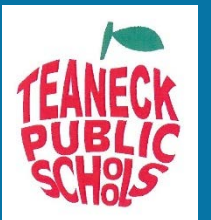
EXTERNAL COMMUNICATIONS: GO-FORWARD PLANS

➢ Expand Outreach
  ➢ Strengthen Superintendent Communications
    ➢ Annual State of the District Address - How are we doing? What our go-forward plans?
    ➢ Annual Superintendent's Convocation - Staff Update & Goals
    ➢ Board of Education Meetings - Strategic Plan Progress Reports & Recognition Programs
  ➢ Ensure Translations – Recognize district diversity by having materials translated to Spanish and Urdu and through use of mobile app (for every school)
  ➢ Develop Emergency Communications – Need a clear crisis communications strategy that all staff use to help ensure parents and community have immediate access to information
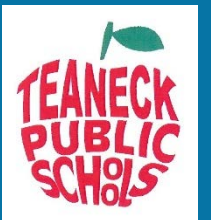
INTERNAL COMMUNICATIONS: PLAN OBJECTIVES

- Target Brand Ambassadors with "The Teaneck Advantage: Educational Excellence for All" vision – and what does this mean?

- Encourage two-way communication with key stakeholders

- Ensure Executive Team members and school principals communicate simply and frequently to staff and students to ensure full understanding of district's vision, goals and progress towards these goals; empower staff to be brand ambassadors

- Utilize internal communication vehicles (e.g. emails, letters, meetings) to support and enhance district's vision, mission and goals

- Issue oral and written communications that reflect a positive working environment, promote efficiency, and enhance understanding of district objectives

- Improve overall operational efficiency by eliminating use of paper and promoting in-person, voice, or electronic communication

- Measure and evaluate success of implemented plan on annual basis and make necessary changes
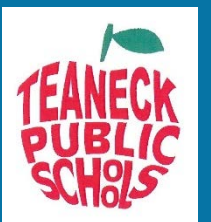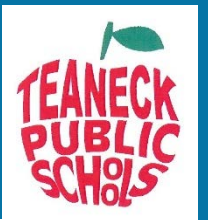
INTERNAL COMMUNICATIONS: GO-FORWARD PLANS

Develop talking points for staff to use – What is the Teaneck Advantage? What does this mean for employees of the district?

- Improve Student, Staff & Board of Education sections of District website

- Expand communication capabilities of existing Employee Portal to feature employee benefits & district policies – (part of Strategic Plan to improve operational efficiencies by moving paper processes to online processes…add district forms, update personal data, request vacation time, etc.).

- Address multiple meetings/scheduling of meetings and professional development by creating a districtwide staff meetings calendar

- Engage students on district happenings through surveys and podcasts

- Develop student capabilities by helping them to write, create and produce their own videos and podcasts. This will be especially important at the High School now that we will have a new Technology teacher (pending approval).

EXTERNAL COMMUNICATIONS: IMPLEMENTATION TIMELINE

Target Area	2020-2021	2021-2022	2022-2023	2023-2024
Brand Identity	Develop and Roll-out Phase I district-wide (new logo, new stationery, updated website)	Roll-out Phase II - Presentations, Brochures, Flyers, etc.	In Use Districtwide; Ensure proper usage	In Use Districtwide; Ensure proper usage
Vision Messaging	Develop and Rollout district-wide; use to "tell our story"	Remind/Finesse as needed Ensure focus on school, district, student & staff accomplishments	Remind/Retrain Ensure focus on school, district, student & staff accomplishments	Ensure focus on school, district, student & staff accomplishments/Finesse as needed
District Website	Develop and Launch new Homepage and Parent and community-related sections by end of school year	Roll out new and improved BOE section and School Websites (with specific "accomplishments" area)	Ensure district social media and podcasts are promoted on website	Refresh of homepage and add any new features that may be beneficial
Social Media/Mobile App	Continue usage of Facebook & YouTube Promotion/Plan and begin roll-out of mobile app for district/schools	Full roll-out/promotion of mobile apps; Secure School commitments to specific social media channels; train and post regularly	Promote mobile apps, podcasts and school/district social media Monitor usage and ensure regular posts	Promote mobile apps, podcasts, and school/district social media Monitor usage and ensure regular posts
Videos & Podcasts from Superintendent, Students and District Leaders	Program Planning - types of speakers, topics, equipment needed, other resources Submit for budget approval	Pending budget approval: Roll-out 3-4/year Include recent accomplishments and progress towards goals	Pending budget approval: 4-6 per year/Student involvement	Pending budget approval: 6 per year/Student involvement

EXTERNAL COMMUNICATIONS: IMPLEMENTATION TIMELINE

| Target Area	2020-2021	2021-2022	2022-2023	2023-2024
Media Relations	Ongoing/Promote District, Student/Staff Accomplishments At least 10 articles/segments	Ongoing/Promote District & School Accomplishments 10-12 articles/segments including new media outlet	Ongoing/Promote District & School Accomplishments At least 12 articles/segments including new media outlet	Ongoing/Promote District & School Accomplishments At least 12 articles/segments including new media outlet
Community Partners	Ensure continued outreach/connection during pandemic	Secure at least one new college/university partner and one new community partner	Promote all partnerships and benefits offered through partners	Continue promotion and add one more university and one more community partner
Volunteers	On hold during pandemic; explore virtual opportunities for students and Arbor Terrace residents to meet via Zoom or Skype to continue discussions	Plan for future student & senior residents events Secure in-school volunteers (even virtually) based upon school needs per existing two-tier plan approach	Announce Arbor Terrace events for the year Promote & secure in-school volunteers based upon school needs	Secure second senior-living community partnership for student/resident events Promote & secure in-school volunteers based upon needs
Superintendent's Communications & Community Engagement	Secure Advisory Committees Strategic Plan Update - January State of the District - June Supt. Reports to Board Community Recognition (Volunteers & Partners)	Secure Advisory Committees Strategic Plan Update - January State of the District - June Supt. Reports to Board Community Recognition (Volunteers & Partners)	Secure Advisory Committees Strategic Plan Updates State of the District Supt. Reports to Board Community Recognition (Volunteers & Partners)	Secure Advisory Committees Strategic Plan Updates State of the District Supt. Reports to Board Community Recognition (Volunteers & Partners)
Crisis Communications	Add details to Crisis Plan	Train & Update as needed	Train & Update as needed	Train & Update as needed

INTERNAL COMMUNICATIONS: IMPLEMENTATION TIMELINE

Target Area	2020-2021	2021-2022	2022-2023	2023-2024
Districtwide Staff Meetings Calendar	Planning Year - what is best platform to use?	Create and roll-out to staff	Annual Edits/Updates	Annual Edits/Updates
Vision Messaging	Develop and Rollout district-wide; brand ambassadors	Remind/Train/Update as needed	Remind/Retrain	Remind/Update as eeeded
District Website/Student & Staff Sections	Solicit Input from Students, Staff and Board of Ed to begin modifications	Roll-out new Student & Staff and Board of Education Sections	Use Student & Staff Website sections to share accomplishments and provide relevant updates	Use Student & Staff Website sections to share accomplishments and provide relevant updates
Employee Portal *Managed by Business Office and pending budget*	Planning Year for enhancements by HR & Business Office	Plan for improved use of Employee Portal communications	Roll-out improved Employee Portal with information on employee benefits & district policies	Annual updates on employee benefits & policies
Topical Podcasts	Planning Year - Need to secure budget for moving forward	Ensure at least one podcast is targeted to staff members and one for students	Ensure at least two podcasts are targeted to staff members and students	Ensure at least two podcasts are targeted to staff members and students
Superintendent's Communications & Recognition	Convocation - September Board Updates & Student/ Staff Recognition at Board Meetings	Convocation - September Board Updates & Student/ Staff Recognition at Board Meetings	Convocation - September Board Updates & Student/ Staff Recognition at Board Meetings	Convocation - September Board Updates & Student/ Staff Recognition at Board Meetings

TEANECK PUBLIC SCHOOLS

INTERNAL COMMUNICATIONS: IMPLEMENTATION TIMELINE

Target Area	2020-2021	2021-2022	2022-2023	2023-2024
Student Surveys & Involvement	Interests Survey - what would you like to see us do? How can we promote student accomplishments?	Select students to assist with creation of videos and podcasts...or to be interviewed by Superintendent	Select new group of students to assist with creation of videos and podcasts...or to be interviewed by Superintendent	Select new group of students to assist with creation of videos and podcasts...or to be interviewed by Superintendent
Student Development ** Managed by schools and pending budgets*	Technology Club run at high school to help prepare messages & produce school videos	New hire at HS and/or can Technology Club expand to Middle Schools Students develop podcasts	Select HS students help to manage school social media and/or podcasts/videos	HS students oversee creation of videos and/or podcasts at the school level
Staff Communications	Superintendent Video Messages or Podcasts Principal and other Leadership Team member communications	Superintendent Video Messages or Podcasts Principal and other Leadership Team member communications	Superintendent Video Messages or Podcasts Principal and other Leadership Team member communications	Superintendent Video Messages or Podcasts Principal and other Leadership Team member communications
Crisis Communications	Review existing crisis communication materials	Develop committee to review and revise plans to roll-out this school year	Ensure distribution and compliance	Ensure distribution and compliance

TEANECK PUBLIC SCHOOLS
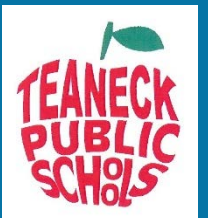
INTERNAL & EXTERNAL COMMUNICATIONS: SUCCESS MEASUREMENT

Success will be measured in two ways:
1. <u>Completion</u> of outlined goals per the plan timeline (on previous pages)
2. Annual improvement in stakeholder usage & satisfaction

We will use the 2019 <u>baseline communication surveys </u>of our parents, students and staff to measure progress/growth in overall usage & satisfaction:
- Social media following
- District and school website usage
- Communication from my child's school meets my expectations
- Communication from the district meets my expectations
- My child's/children's schools use their school website to share good news
- School leadership open to hearing new ideas
- I am aware of the accomplishments/success stories (district and child's school)
- I feel well-informed about my employee benefits
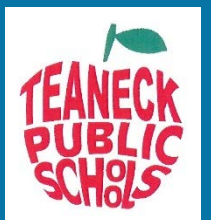- I feel well-informed of district policies and regulations

INTERNAL & EXTERNAL COMMUNICATIONS: SUCCESS MEASUREMENT

	2019 Baseline	2024 Target	2019 Baseline	2024 Target	2019 Baseline	2024 Target
Question	**Parent**	**Parent**	**Student**	**Student**	**Staff**	**Staff**
Social media following	District Facebook: Less than 40%	Facebook: 60% *District App: 75% School App: 85%*	District Facebook: Less than 5%	*School SM: 50% School App: 90%*	District Facebook: Less than 40%	Facebook: 45% *District App: 90% School App: 100%*
District website usage or helpful information	Helpful: 45% frequently/always	Helpful: 80% frequently/always	N/A	N/A	Usage: 68% frequently/always	Usage: 80% frequently/always
School website usage information	N/A	Usage: 70% frequently/always	Usage: 59% frequently/always	Usage: 80% frequently/always	Usage: 51% frequently/always	Usage: 80% frequently/always
Communication from my child's school meets my expectations	63% frequently/always	85% frequently/always	N/A	N/A	N/A	N/A
Communication from the district meets my expectations	54.6% frequently/always	75% frequently/always	N/A	N/A	N/A	*75% frequently/always*
Schools use their school website to share good news	55% frequently/always	90% frequently/always	N/A	*90% frequently/always*	N/A	*90% frequently/always*

2024 Targets are Minimum Expectations

Will project incremental increases <u>each year</u> based upon annual district goals/ objectives and budget approval

Italics = No Baseline

INTERNAL & EXTERNAL COMMUNICATIONS: SUCCESS MEASUREMENT

Question	2019 Baseline Parent	2024 Target Parent	2019 Baseline Student	2024 Target Student	2019 Baseline Staff	2024 Target Staff
I am aware of the accomplishments/ success stories (child's school)	40.6% frequently/ always	75% frequently/ always	38.5% frequently/ always	70% frequently/always	50% frequently/ always	85% frequently/ always
I am aware of the accomplishments/ success stories (district)	40% frequently/ always	75% frequently/ always	N/A	*60% frequently/always*	50% frequently/ always	85% frequently/ always
School leadership open to hearing new ideas	N/A	N/A	45.2% frequently/ always	75% frequently/always	N/A	*85% frequently/ always*
I feel well-informed about my employee benefits	N/A	N/A	N/A	N/A	31.7% frequently/ always	90% frequently/ always
I feel well-informed of district policies and regulations	N/A	N/A	N/A	N/A	30.4% frequently/ always	85% frequently/ always

2024 Targets are Minimum Expectations

Will project incremental increases <u>each year</u> based upon annual district goals/ objectives and budget approval

Italics = No Baseline
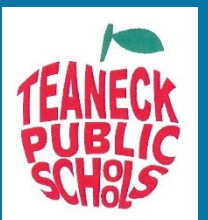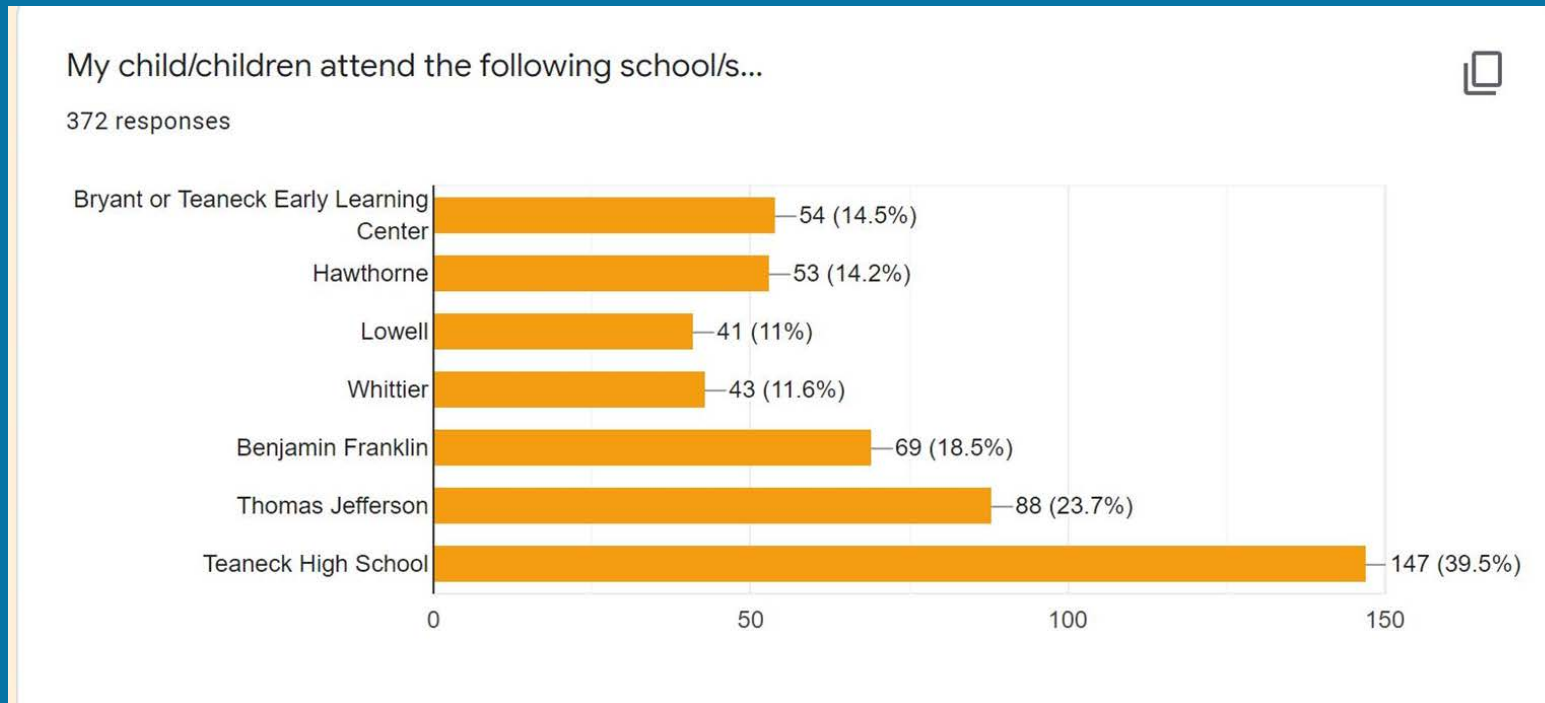
TEANECK PUBLIC SCHOOLS
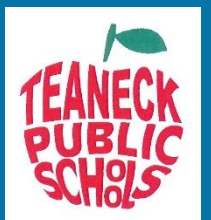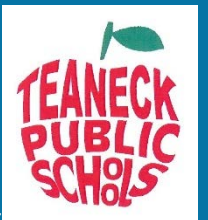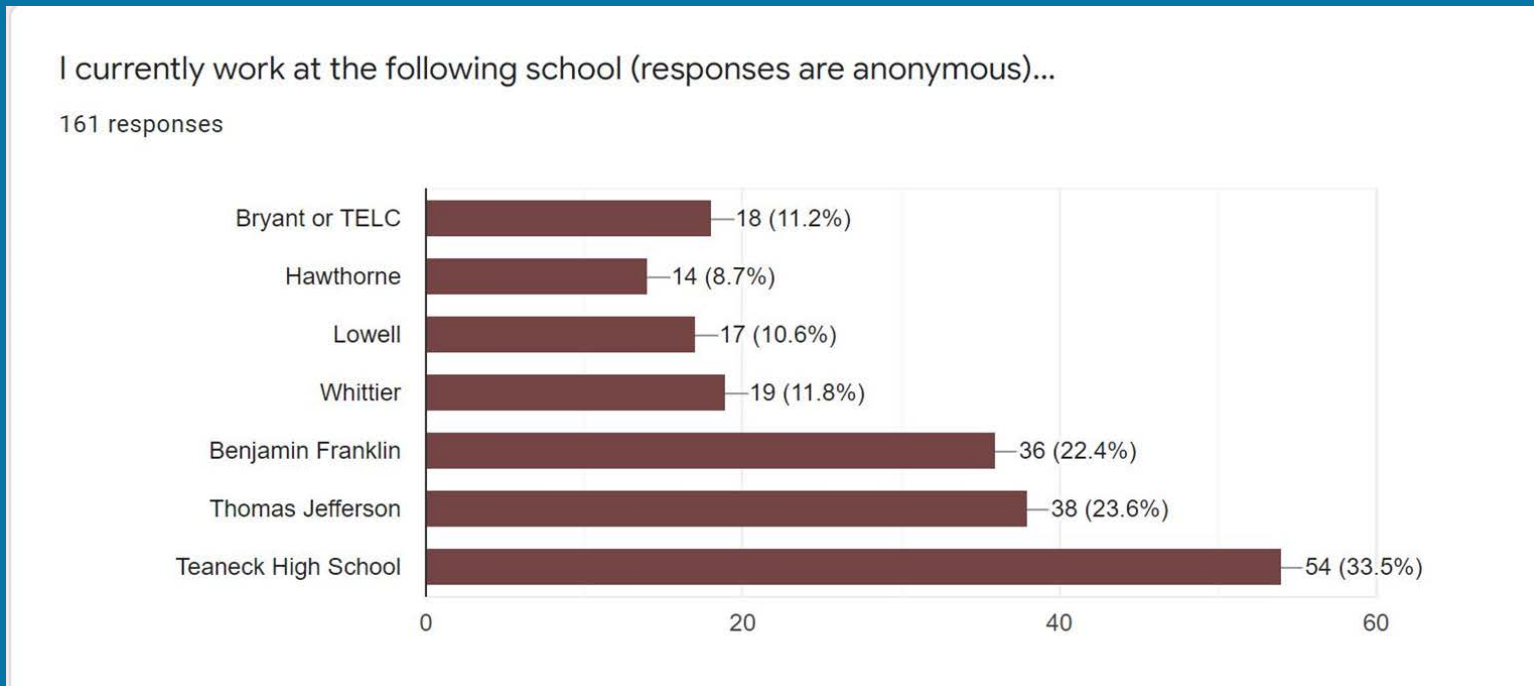
QUESTIONS

APPENDIX: DISTRICT SURVEY FINDINGS

COMMUNICATION SURVEY RESPONSES

- Parent Survey: (Nov. 20 – Dec. 1) – 372 responses with representation from all schools (about 10% of total TPS student population)
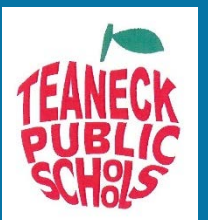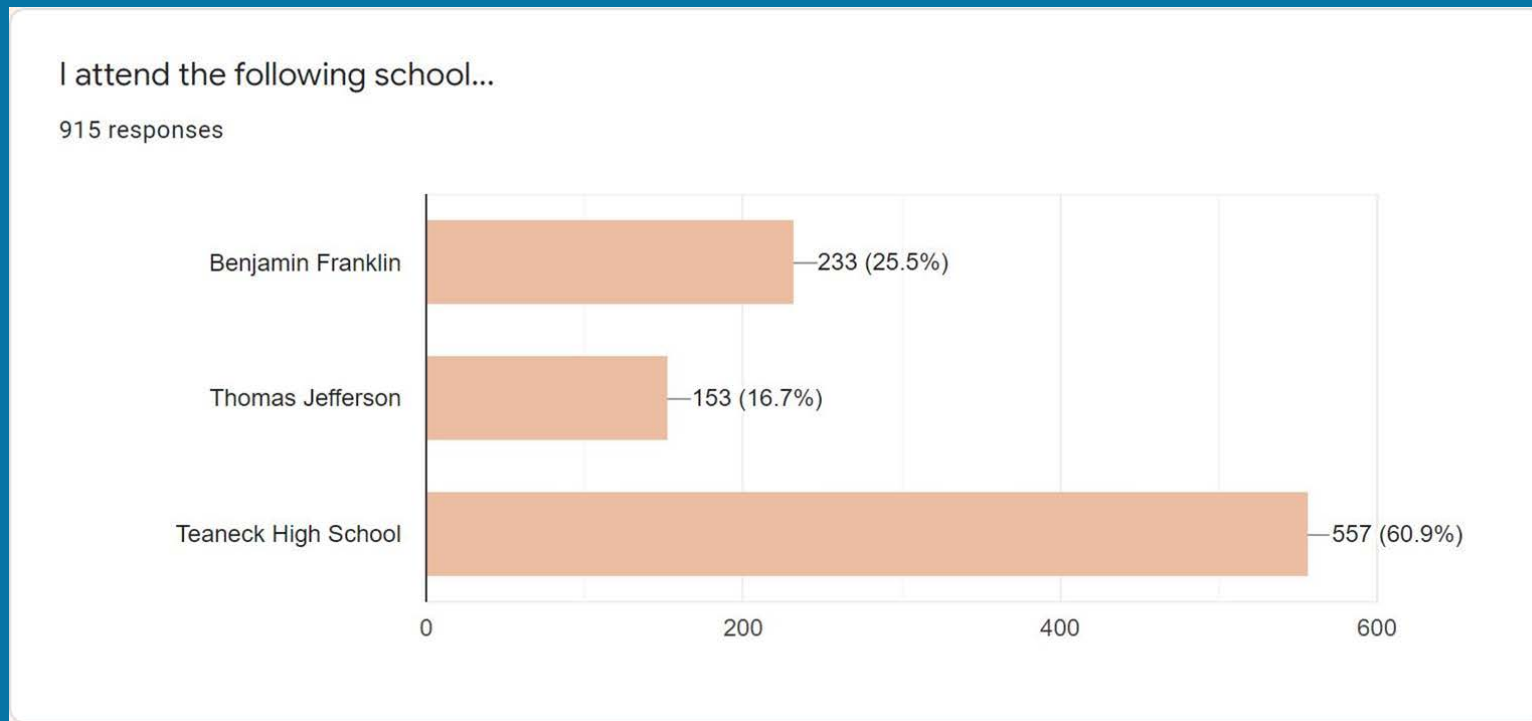

My child/children attend the following school/s...

372 responses

School	Responses
Bryant or Teaneck Early Learning Center	54 (14.5%)
Hawthorne	53 (14.2%)
Lowell	41 (11%)
Whittier	43 (11.6%)
Benjamin Franklin	69 (18.5%)
Thomas Jefferson	88 (23.7%)
Teaneck High School	147 (39.5%)

COMMUNICATION SURVEY RESPONSES

- Staff Survey: (Nov. 20 – Nov. 27) – 161 responses (over 25% of total TPS staff population)

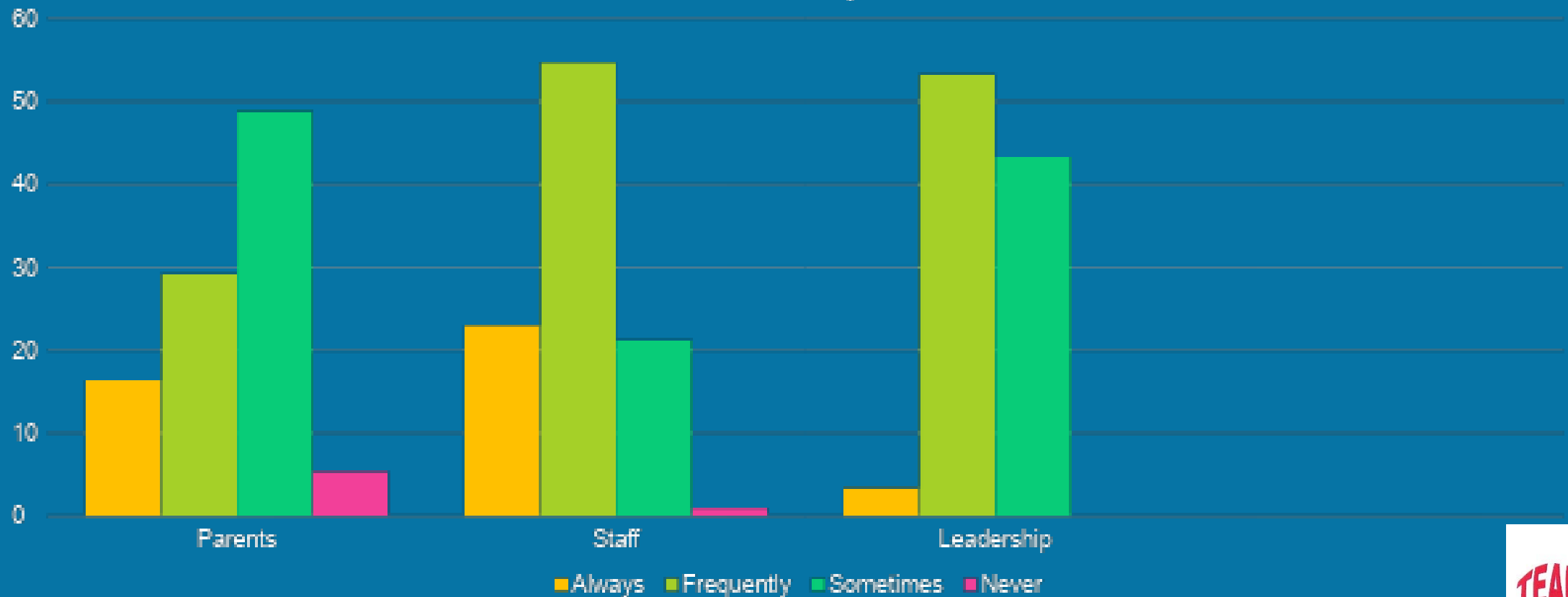I currently work at the following school (responses are anonymous)...

161 responses

School	Responses
Bryant or TELC	18 (11.2%)
Hawthorne	14 (8.7%)
Lowell	17 (10.6%)
Whittier	19 (11.8%)
Benjamin Franklin	36 (22.4%)
Thomas Jefferson	38 (23.6%)
Teaneck High School	54 (33.5%)

COMMUNICATION SURVEY RESPONSES

▪ Grade 7 – 12 Student Survey: (Nov. 20 – Dec 4) – 921 responses (over 50% of grade 7 - 12 student population)

I attend the following school...

915 responses

School	Responses
Benjamin Franklin	233 (25.5%)
Thomas Jefferson	153 (16.7%)
Teaneck High School	557 (60.9%)

THE DISTRICT WEBSITE HAS HELPFUL PARENT INFORMATION

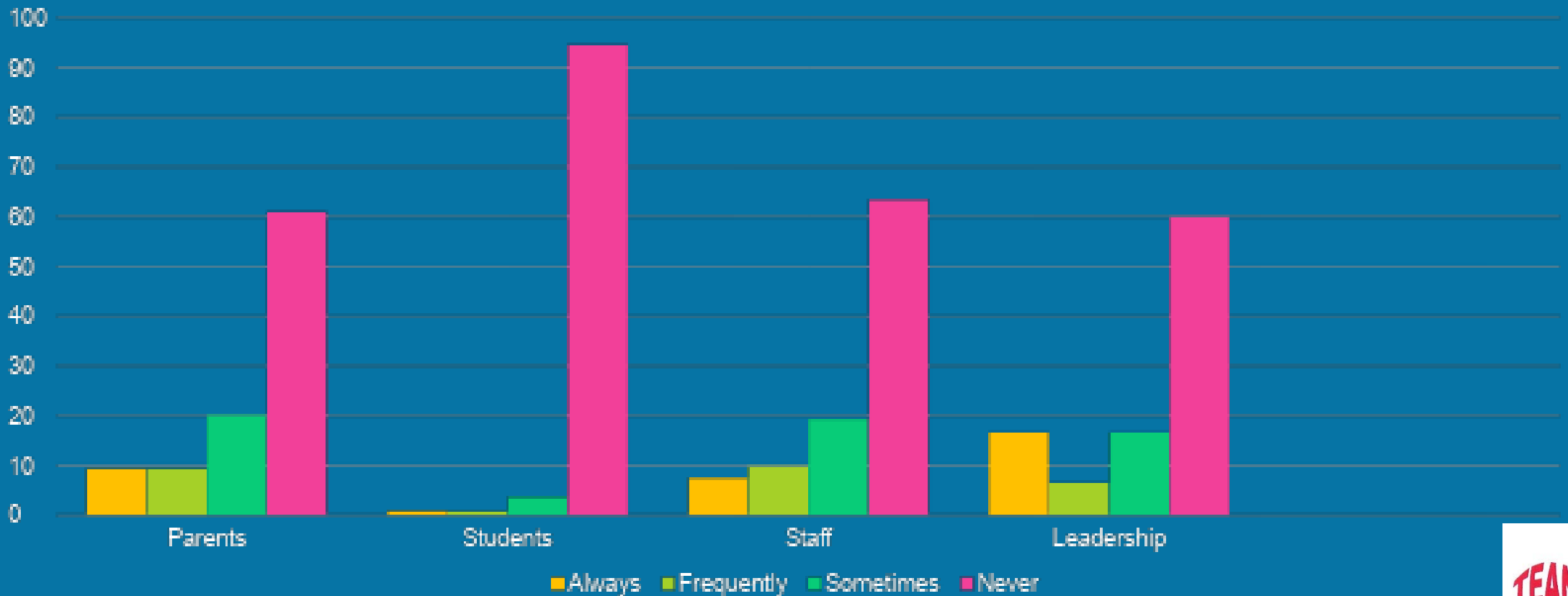Communication Survey Results 2019

38

THE DISTRICT WEBSITE HAS RELEVANT STAFF INFORMATION

Communication Survey Results 2019
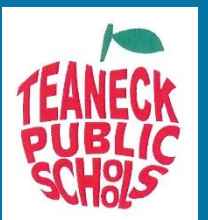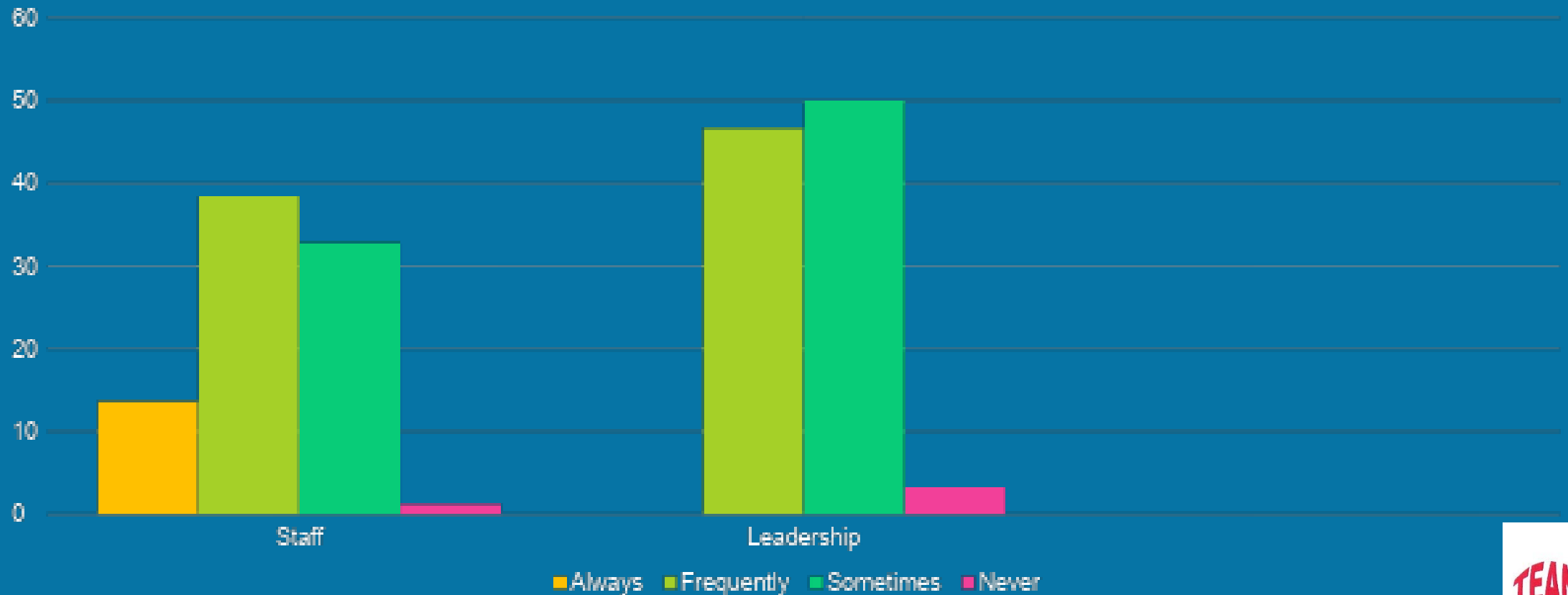
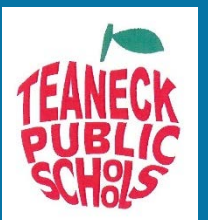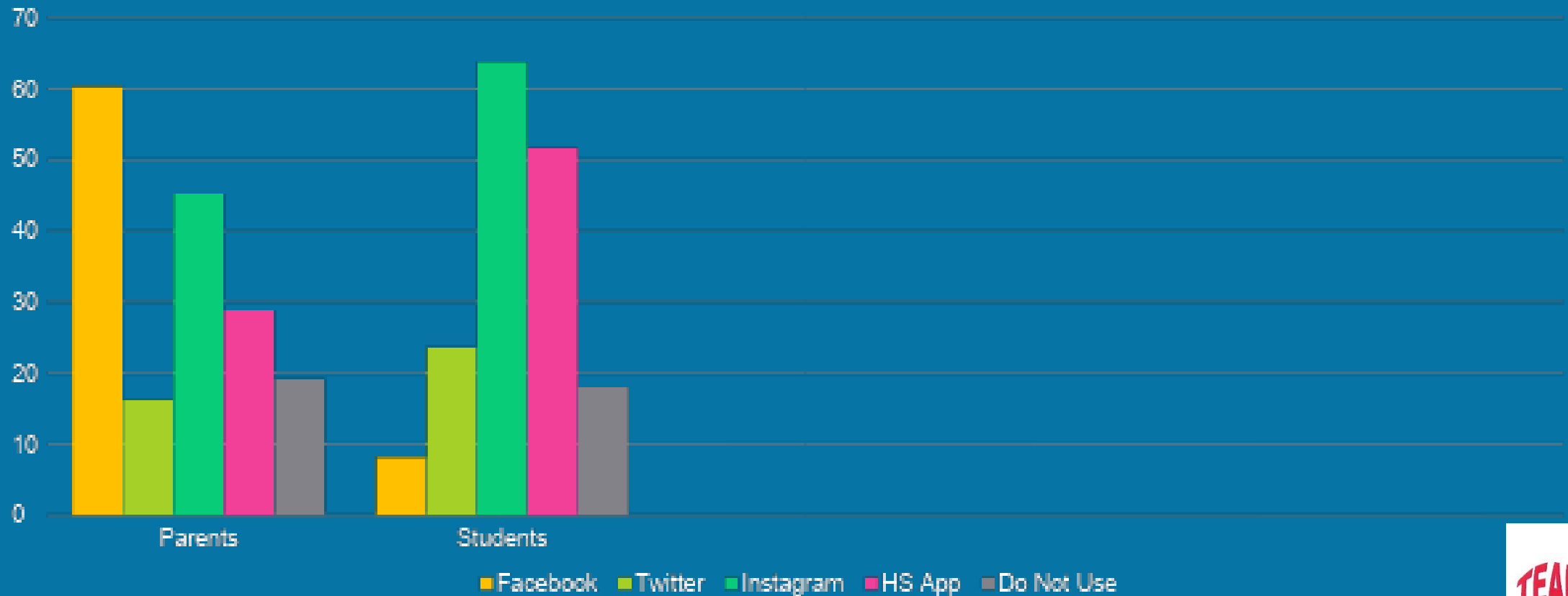# I FOLLOW THE DISTRICT'S FACEBOOK PAGE POSTS

Communication Survey Results 2019
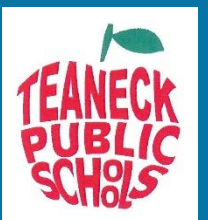
I USE THE FOLLOWING SOCIAL MEDIA

Communication Survey Results 2019

I WOULD LIKE TO SEE THE FOLLOWING SOCIAL MEDIA USED BY MY SCHOOL

Communication Survey Results 2019