

MEDINA VALLEY ISD

LONG-RANGE COMMUNICATIONS PLAN



2019

Department Mission

The mission of the Medina Valley ISD Communications Department is to assist the district in fostering an environment of parental and community involvement through open communication.

Department Vision

The Medina Valley Independent School District will become an easily recognizable brand closely associated with excellence in student achievement and strong community support.

About the Communications Department

The Medina Valley ISD Communications Department is responsible for managing all internal and external communication for the district. The department areas of responsibility include but are not limited to the items listed below.

- Community Relations
- Digital Graphic Creation
- Digital Marquees
- District Branding
- District Mobile Applications
- District Photography Liaison
- Event Coverage
- Mass Notifications
- Media Relations
- News Gathering
- Photography
- Press Releases
- Publication Production
- Social Media Admin & Content Management
- Special Event Planning & Production
- Teacher Messaging
- Video Production
- Website Admin Content Management

About this Plan

This plan was designed to align to Medina Valley ISD strategic goals. This plan serves as the foundation of the MVISD Communications Department. This plan should be reviewed annually and updated as needed.

Department Staff

Communications Coordinator – Samuel Alaniz Jr.

Goal 1: Establish Coordinated & Consistent Messaging Districtwide.

- **Objective 1.1:** Stay ahead of emerging trends to effectively communicate with target audiences.
 - **Strategy 1.1.1:** Develop a dedicated communications studio.
 - **Strategy 1.1.2:** Develop department policies, procedures and standard operating practices.
 - **Strategy 1.1.3:** Maintain membership in communications-related organizations and attend annual conferences.
 - **Strategy 1.1.4:** Provide ongoing training on communications department programs.

- **Objective 1.2:** Ensure safety and other priority communications are disseminated effectively.
 - **Strategy 1.2.1:** Train at least three individuals, to include the district Safety Coordinator, District Communications Coordinator, and one other individual, on administering the district Mass Notification System.
 - **Strategy 1.2.2:** Work with the Safety Coordinator to implement a communications checklist/workflow to be followed in all emergency situations.
 - **Strategy 1.2.3:** Provide training on all MVISD communication systems for new administration.

- **Objective 1.3:** Streamline District & Campus Communication using a digital-first approach.
 - **Strategy 1.3.1:** Provide each teacher with individual teacher webpages and provide training on a regular basis.
 - **Strategy 1.3.2:** Provide training on the district Teacher Messaging system.
 - **Strategy 1.3.3:** Publish Communications Quick Reference Guides for Administrators and Teachers with important information on how to use the district communications systems.

Goal 2: Highlight Student & Staff Achievement.

- **Objective 2.1:** Promote district and campus student activities, achievements and milestones.
 - **Strategy 2.1.1:** Create campaign calendar prior to the school year to plan for and publicize events.
 - **Strategy 2.1.2:** Compensate staff as needed to ensure equitable event coverage (stipends).
 - **Strategy 2.1.3:** Publish details about student and staff activities using all district communication methods.
 - **Strategy 2.1.4:** Create Digital News Specialist position to assist with electronic news gathering.

Goal 3: Increase Community Engagement.

- **Objective 3.1:** Showcase and Highlight MVISD’s history and past success.
 - **Strategy 3.1.1:** Establish electronic alumni database.
 - **Strategy 3.1.2:** Promote MVISD alumni success through online feature news stories.
 - **Strategy 3.1.3:** Implement MVISD alumni recognition programs.

- **Objective 3.2:** Create and utilize Community Ambassadors who advocate for the District.
 - **Strategy 3.2.1:** Build and maintain partnerships with community leaders and booster clubs.
 - **Strategy 3.2.2:** Showcase community contributors and booster clubs using district media and at district events.
 - **Strategy 3.2.3:** Publish regularly updated brochures with important district and campus facts and information.

Goal 4: Increase MVISD brand awareness.

- **Objective 4.1:** Increase traffic to all MVISD digital media platforms.
 - **Strategy 4.1.1:** Analyze audience demographics and tailor messaging to ensure that all target audiences are reached in an effective manner whether through print or digital media.
 - **Strategy 4.1.2:** Conduct focus groups with stakeholders and modify platforms based on feedback.
 - **Strategy 4.1.3:** Use student-based videos across all platforms to help drive engagement.

- **Objective 4.2:** Establish logos and style guide for district and campuses.
 - **Strategy 4.2.1:** Adopt campus and district specific logos.
 - **Strategy 4.2.2:** Implement style guide with specific colors, marks and fonts.
 - **Strategy 4.2.3:** Work with clubs, sports and community groups to deploy new logos in a consistent manner.