

BRADLEY-BOURBONNAIS COMMUNITY HIGH SCHOOL

2019/20 COMMUNICATION PLAN



Hello & Welcome

Successful communication is crucial to maintaining excellence within a school district. Bradley-Bourbonnais School District 307 is committed to providing open, honest, and transparent communication in an efficient and effective way.

We understand the importance of effective communication to build credibility and maintain relationships, ultimately serving as the foundation to achieve our mission of being a credible and high performing school district.

The purpose of this plan is to establish a comprehensive and integrated system to manage all communication with our stakeholders in alignment with our strategic plan. As the Director of Communications, I will work collaboratively with the district and its stakeholders to achieve our goal of quality communication.

CALLIE KANT

DIRECTOR OF COMMUNICATIONS AND COMMUNITY RELATIONS





WHY SCHOOL COMMUNICATION MATTERS

“I have learned that there are many ingredients for success but one stands out above the rest - great communication. You can have the most innovative reform plan around, but if you are not effective in communicating about that plan, it will fail”

Jerry Weast, Superintendent of Montgomery County Public Schools.

“Now that we are in the 21st century and the Age of Information, a school district needs a communications professional to manage communication strategies that are proactive for a school district, instead of reactive. School districts must make a choice to be an active player in their community, not a passive one of the past.

Having someone whose responsibility it is to be constantly looking at the messages we send our internal and external publics is invaluable to a public institution which depends on its community's support. Communications is part of everyone's job in a district; however, someone has to be charged with the responsibility to manage the district's communications”

Marsha Chaappelow, Ph.D.



WHAT IS SCHOOL PUBLIC RELATIONS

The National School Public Relations Association (NSPRA) professional definition is:

“Educational public relations is a planned and systematic management function to help improve the programs and services of an educational organization.

It relies on a comprehensive two-way communications process involving both internal and external publics, with a goal of stimulating a better understanding of the role, objectives, accomplishments and needs of the organization. Educational public relations programs assist in interpreting public attitudes, identify and help shape policies and procedures in the public interest, and carry on involvement and information activities which earn public understanding and support.”



OUR COMMUNICATION GOALS

TRANSPARENCY

Communicate openly and honestly regarding all district events / incidents

POSITIVE ENGAGEMENT

Create content that will build moral and allow for positive interaction with stakeholders

IDENTITY

Establish a clear brand identity to build the district reputation

EFFECIENCY

Efficiently and effectively communicate happenings within the district to all internal and external stakeholders



GOAL POINTS

TRANSPARENCY

- Communicate early and often
- Ensure accuracy: do not distribute unconfirmed information
- Utilize multiple communication channels
- Focus on clear and effective communication internally first
- Be an open book: internally and externally
- Use content to educate

POSITIVE ENGAGEMENT

- Focus on strengths and build on them
- Positive Engagement begins with company culture
- Personalize Communications: more achievements less information
- Customer Service state of mind: the community drives us

IDENTITY

- Ensure all promotional materials are consistent in appearance
- Communicate district strengths and achievements
- Continue to communicate strategic plan goals as well as steps being taken
- Deliver the experience our community expects

EFFICIENCY

- Consistently update website
- Proofread documents and publications
- Pre-determine roles and lines of communication



OUTCOMES

Through the implementation of this communications plan, Bradley-Bourbonnais Community High School District 307 aims to improve communication throughout the district using multiple channels. We value the relationships we have with our stakeholders and will strive to continue to build them.

“Research clearly underscores one straight-forward concept: Students simply do better when parents and the community are involved with schools. Test scores climb. Remediation rates dip. Graduation rates improve. And everyone understands and values their role in the success of the school enterprise.

But solid communication is essential to creating the foundation for effective partnerships with parents and the community. Schools - and educators - need to carefully talk and listen as they build the collaborative environment that meaningful engagement needs to truly work”

- National School Public Relations Association

WE WILL BE SUCCESSFUL WHEN:

Internal Stakeholders:

- Understand and aspire to achieve the goals of the district
- Work collaboratively to enable the district to reach its full potential
- Provide constructive feedback
- Advocate for the district within the community
- Clear and direct communication from administrators to staff

External Stakeholders:

- Support the district
- Provide Constructive feedback
- Are engaged and proud of the district
- Support the district through active participation



Communications Staff:

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