2020 VISION: NPS Communications Report
January 28, 2020
presented by Lisa Mininger Retallack, PRCO
2020 Vision
Strategic Communications for Nyack Public Schools
January 28, 2020 Presentation to the Board of Ed

Building Bridges for today's students to cross into tomorrow's world with Equity, Innovation & Optimism
An Extraordinary Opportunity:
... Our school community is truly a microcosm of the United States

Accompanied by a Challenge:
... How do we gain trust, build relationships to engage with equity and be true to our vision within our school community?
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A Strategic Communications Plan is key

... Connect, Integrate, Tell our story, Engage
“The basic building block of good communication is the feeling that every human being is unique and of value.”
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- Update the BOE on highlights in the District Communications 5 Year "CITE" Plan
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- Connect current Public Relations & Community Outreach goals to the District Vision
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- **Update** the BOE on highlights in the District Communications 5 Year "CITE" Plan

- **Connect** current Public Relations & Community Outreach goals to the District Vision

- **Present** a plan for upcoming endeavors that promote the overarching mission of NPS
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A Look Back: Strategic Communications Plan 2015 - 2020

With Our "CITE" on Communications: Connect, Integrate, Tell our story, Engage

District PR&CO Highlights:
- Community Priorities Survey
- New District Website, plus 5 sites for schools
- New District Logo & Vision Statement
- Let's Talk (ongoing)
- 7 Core Competencies for Profile of a Graduate
- Peachjar (ongoing)
- Going Green Initiative
- New Staff Orientation - Nyack History
- Undoing Racism Initiative (ongoing)
- Community Forums & Film Screenings
- Nyack Basics Launch
- NYS Regents Tour of Schools
- Reaching Towards Equity Plan (ongoing)
- Envisioning Equity District-wide Consortium
- "In the News" Media Coverage (ongoing)
- Courageous Conversations in schools (ongoing)
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Timeline & Trajectory of Our Message
Connect, Integrate, Tell our story, Engage

- new position of PR & Community Outreach
- commitment to systemic & strategic change
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2015
- 6 websites + training
- Community Priorities survey results & analysis
- District logo & tag line
- MLTS Film Screening
- Bench by the Road

2016

2017

2018

2019

2020
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- Community Forum: Envisioning Equity
- SCD Intro to District's Equity Plan
- 35% of all staff attended URW

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- Courageous Conversations, yr 2
- NYS Emerg. Response
- Open House for local Realty & Commerce
- Plan for Social Media

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Snapshot of Communications Data Points

Let's Talk
665 Dialogues

Peachjar
616 Paperless Flyers

In the News
43 Local Features

Undoing Racism
35% of all NPS staff trained
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Undoing Racism
35% of all NPS staff trained
- 168 staff in past 3 yrs
- 100% BOE
- 93% Leadership Team
- 11 wkshps since 2016
- + 25 staff for 3/20 wkshp
District Communications Purview:

- Branding/Promoting Vision
- Strategic planning for District initiatives
- Document our story
- Emergency Response/Weather-related Robo Messaging
- Internal and External communications
- Coordination of Superintendent projects & campaigns
- District outreach events
- District communications software/platforms
- Annual District printed materials: Calendar, Budget Matters
- Surveys, results & analysis
- Media relations
- PR correspondence with community
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consistent, common & clear message
"A picture is worth a thousand words"... Equity, Innovation & Optimism in NPS
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2020 Vision: Connecting the Dots

- cohesive message
- consistent language, analysis, practice
- common commitment
- collective impact
2020 Vision: Expanding Our Reach
Using Social Media with an Equity Lens

- RFP for Consultant:
  - posted 1/10/20 - 2nd time; closed 1/24/20
  - interviews & review - Feb. 2020
- Tech-Comm assistance
- **Expectation:** development & implementation of District SM presence
- **Scope:**
  - assess best platforms, policy, protocol and practice
  - develop District-wide plan for management & postings
  - train staff, as needed
  - launch & promote with school community
  - utilize equity lens throughout
- Create & Implement Plan for District-wide Digital Citizenship
Electric communication will never be a substitute for the face of someone who with their soul encourages another person to be brave and true.

- Charles Dickens
2020 Vision: Launching a "Mattering Campaign"

- **Objective:** to promote the values and vision of the District's Equity Plan with a cohesive message

- **Collaborative Plan** with PRCO & Office of Equity

- **Components:**
  - Inclusion & Individuality "My name is my identity"
  - Awareness & Visibility 10-5 Rule
  - Implicit Bias vs. Intention
  - Advocacy & Empathy
2020 Vision: What's Next?

Communications Drives Change and Keeps Us Connected Within It

Launching Social Media: with an Equity Lens

Visualizing Our Data: Infographics Tell a Story

Documenting Our Journey: Systemic Change

Becoming an Anti-Racist Multi-Cultural Institution

with Data

with Community

with Commitment & Time
Communication as Active Listening

- Ears - to hear
- Eyes - to see
- Mind - to think
- Undivided attention - to focus
- Heart - to feel
2020 Vision: Challenges...

- PRCO - One Stop Shop
- Developing for sustainability
- Innovation vs. time constraints
- Translation & Interpretation services/practice
- Staying relevant
With 2020 Vision, communication can make a difference in our collective impact for systemic change and on our humanity.

"I want to build a bridge a bridge for children... a bridge between what we are doing inside the class and the lives they lead outside the class."

- Cornelius Minor
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