



Williamson County Schools Communication Plan

Our Vision

Williamson County Schools will provide a supportive environment where students are challenged to pursue excellence in academics, athletics, and the arts.

Our Mission

We exist to provide all students with a quality education that supports their intellectual, physical, emotional, and social development.

Our Strategic Commitments

We will invest in team quality and excellence.

We will improve student centered operational support systems.

We will prepare students for the future.

Introduction

The Williamson County Schools Communications Department serves as the link between the school district and the Williamson County community. We understand that maintaining open, two-way communication with stakeholders is essential for building relationships.

As part of the WCBE Strategic Plan, the WCS Communications Plan is aligned with district goals and designed to be both proactive and interactive. The success of the WCS Communications Plan depends upon the support and involvement of all staff members, parents, administrators, School Board members, the Superintendent and Cabinet. Planning for and requiring shared responsibility will ensure that the entire organization is dedicated to delivering a timely, unified message to the appropriate audiences.

The Communications Department conducted an online survey in August 2018. Those surveyed indicated they were mostly pleased with the efforts of the department. They encouraged the continuation of the communication tools in use, but they offered additional ideas for improvement. We will use the results of this survey to utilize multiple outreach tools to communicate with the Williamson County school community. The WCS Communications Plan will be reviewed annually by the department.

Target Audiences

Internal Audiences

- Teachers
- Support Staff
- Administrators
- Central Office Staff
- Board of Education Members

External Audiences

- Students
- Parents and Relatives of Students
- Parent Leader Organizations
- Williamson County Community Members
- Business Leaders
- Civic Groups
- Elected Officials
- Prospective Employees
- Prospective Residents
- Media

Current Communication Channels

Electronic

- InFocus – district email newsletter
- District and school websites
- Phone/email notification system
- Email
- Social Media to include Facebook, Twitter, YouTube

Other

- WC-TV, Williamson County's education and government channel
- Williamson County news media
- Nashville area news media

Future Communication Channels

Electronic

- InFocus – district email newsletter
- District and school websites
- Phone/email/text notification system
- Email
- Social Media to include Facebook, Twitter, YouTube, *Instagram*
- *WCS Mobile App*

Other

- WC-TV, Williamson County's education and government channel
- Williamson County news media
- Nashville area news media

Recommended Communication Frequency

- Daily – Social Media
- Weekly – InFocus, Websites, Media Opportunities, Week in Review
- Monthly – WC-TV-Education 101, Lunch with the Leadership/Facebook Live
- Quarterly – PTO/Principal Meetings
- Annual – State of the District Address, Civic Organization Speaking Engagements

Communication Goals

1. Establish an effective plan to improve engagement and communication with both internal and external audiences.
2. Utilize technology to improve communications among all district stakeholders.
3. Use a variety of media to maximize awareness and support of the district's goals, objectives and programs.
4. Promote community involvement and build partnerships that serve to enhance the educational experience of Williamson County Schools students.
5. Support schools in crisis communication.
6. Work with local media to ensure the schools and district stories are shared with a broader audience.

Strategies to Meet Communication Goals

1. Communication Goal

Establish an effective plan to improve engagement and communication with both internal and external audiences.

Strategies

- Conduct annual communication survey each August to evaluate strategic communication efforts.
- Provide annual training in August for Good News Ambassadors who represent each school.
- Provide ongoing training and support for school webmasters.

2. Communication Goal

Utilize technology to improve communications among all district stakeholders.

Strategies

- Continue to find ways to use and improve established methods of communication to include InFocus, Facebook, etc.
- Investigate launching a mobile app to share district and individual school information.
- Explore using Instagram as an additional communication method.
- Staff members and administrators with official WCS Twitter accounts and School Board members with Twitter accounts are encouraged to retweet important district information or information affecting their school communities.

3. Communication Goal

Use a variety of media to maximize awareness and support of the district's goals, objectives and programs.

Strategies

- Continue working to modify WCS websites (district and school) to improve access to people with disabilities.
- Produce digital, print and video media to increase awareness and support of district initiatives and special events.
- Utilize social media channels to provide timely and relevant information.
- Continue to increase InFocus subscribers with the goal of reaching 20,000 by December of 2020.

4. Communication Goal

Promote community involvement and build partnerships that serve to enhance the educational experience of Williamson County students.

Strategies

- Support Superintendent's Office and Special Projects Director in promoting community engagement events hosted by WCS.
- Work with Special Projects Coordinator to explore recreating the WCS Ambassador program to engage local business leaders to advocate on behalf of the district.
- Work with Superintendent's Office to coordinate speaking opportunities for district leadership at civic, business and parent organization meetings.

5. Communication Goal

Support schools in crisis communication.

Strategies

- Consider using text messages and a mobile app to communicate with parents in emergency situations.
- Use all forms of appropriate communication.
- During the school day, Communications Department will send initial email and/or phone communication, as well as updates, to parents and School Board on behalf of principal.
- Principal sends final communication after crisis resolved.

6. Communication Goal

Work with local media to ensure the schools and district stories are shared with a broader audience.

Strategies

- Send out weekly media opportunities during the school year.
- Respond to media inquiries in a timely fashion.
- Continue to be accessible to local media and educate them on district policies and protocols.

Communications Staff Members

- Communications Director – Carol Birdsong
- Assistant Communications Director – Cory Mason
- Communications Coordinator – Lydia Glynn
- Digital Content Producer – Rebecca Arnold
- Video Producer – Steve Chessor
- District Webmaster – Connie McVicker
- Assistant Webmaster/Graphic Designer – Karianne Annastas
- Communications Intern – Parker Morley
- Department Assistant – Kersta Mello