

Eatonville School District Communications Plan



Project/Program: Highlight and Promote All District Schools

Goal: Increase Awareness and Support of High Quality Work at All Schools

Audience/ Customer	Key Messages	Tools/Strategies	Frequency	Evaluation
Staff	<p>ESD is focused on providing students with a rigorous, personalized, and well-rounded education.</p> <p>ESD Staff are dedicated, talented, and making a difference for our students and families</p>	<p>E-Newsletter (Constant Contact)</p> <p>Coffee Chats with Superintendent Bahr</p> <p>Skyward Announcements</p>	<p>Quarterly</p> <p>Five (one at each school)</p> <p>As Needed (more for emergency/breaking information)</p>	<p>Analytics on readership</p> <p>Annual Survey on Communications & Culture</p>
Parents/Families	<p>ESD is focused on providing students with a rigorous, personalized, and well-rounded education.</p> <p>All ESD schools are high-quality, high-performing schools.</p> <p>We personally know and care about your child and provide a personalized, quality educational for him or her.</p>	<p>Printed Newsletter, Mailed</p> <p>District Website</p> <p>FlashAlert</p> <p>Parent Phone Notification System</p>	<p>Quarterly: October – What’s New; January – Academics; March – Innovation; June – Recognition</p> <p>Minimum – Once a Month</p> <p>As Needed</p> <p>As Needed</p>	<p>Same as Above</p>
Community Leaders	<p>ESD is focused on providing students with a rigorous, personalized, and well-rounded education.</p>	<p>Key Communicators</p> <p>Speakers Bureau</p>	<p>Semi-Annual (re-invigorate membership)</p> <p>Semi-Annual (invitation to two community groups)</p>	<p>Meeting Evaluations</p> <p>Speakers Evaluation</p>

	We honor our rich traditions, while pursuing innovation to prepare students for a global economy.	Principal for a Day	Annual (Mid-January or Early February)	Event Evaluation
General Public	ESD is focused on providing students with a rigorous, personalized, and well-rounded education. We are good stewards of public funds.	Marketing Brochure Eatonville Strong Poster	August 23, 2014 (three-year life) August 23, 2014 (three-year life)	Levy Support Public Opinion Survey (every three years)