

WSD COMMUNICATION

January 16, 2020



THE PROCESS - UNDERSTAND, EVALUATE & OPTIMIZE

Meetings were held with several stakeholders to better understand the individual and organization.

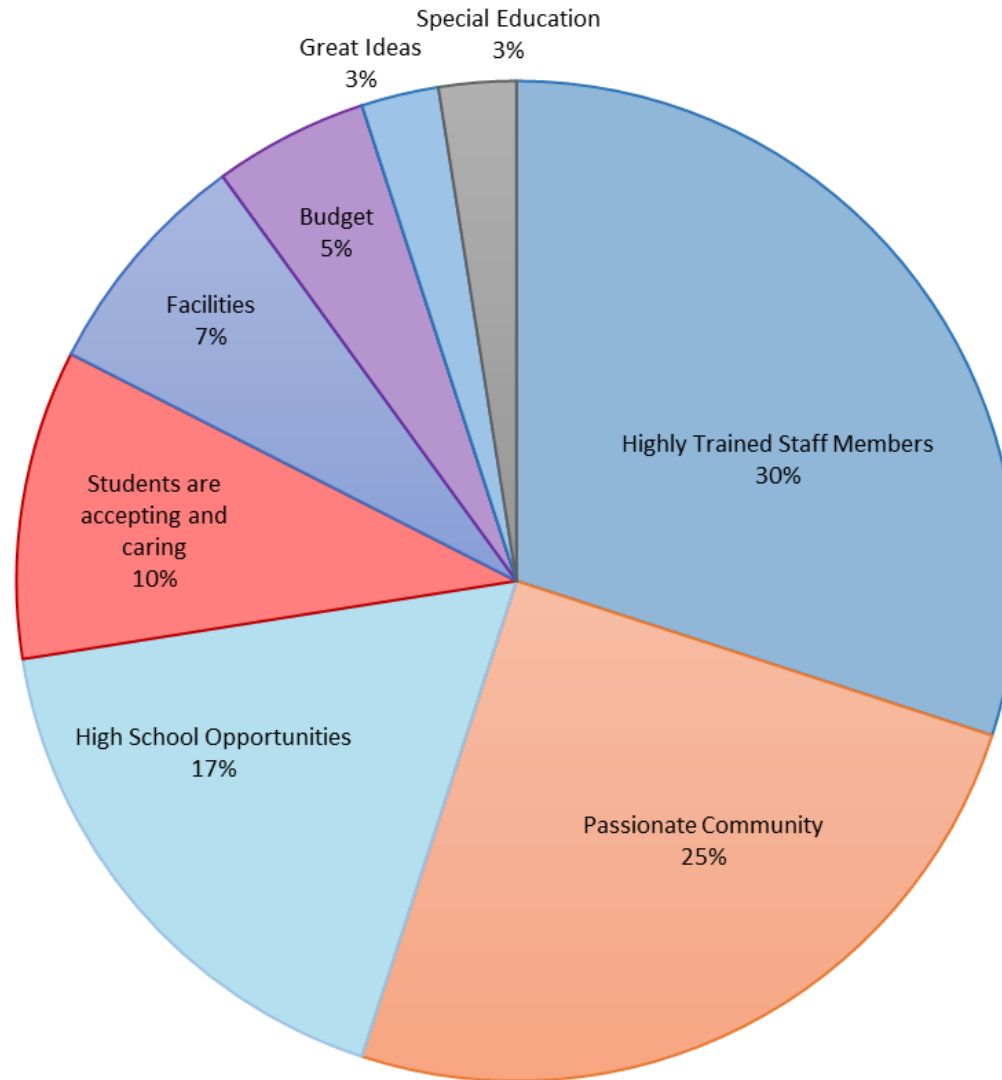
Three questions were asked each time:

- What are we doing right?
- What do we need to improve?
- How can the Communications Department help?

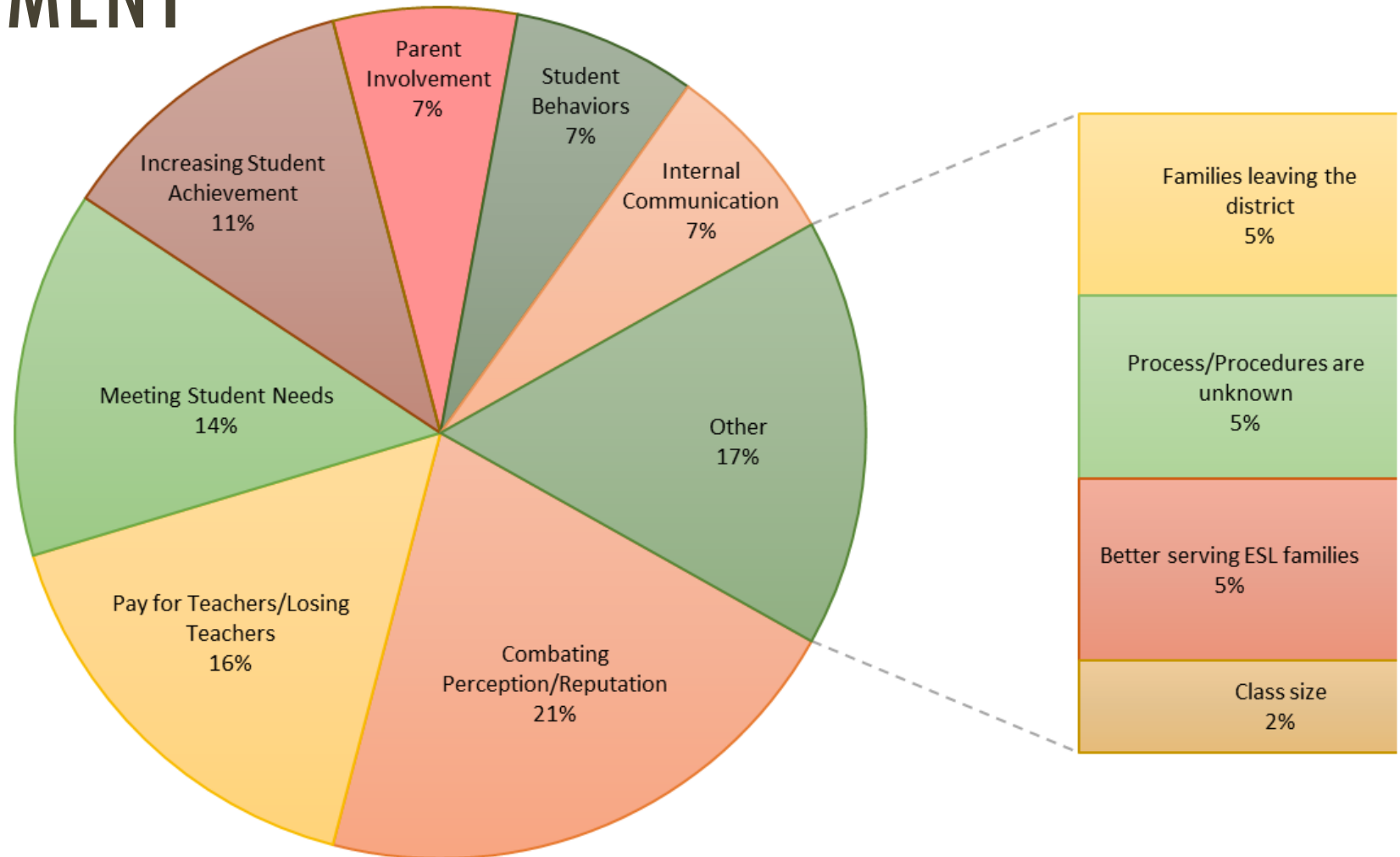
Meetings were conducted with:

- Board Members
- Central Administration
- Department Staff
- Building Principals
- Union Leaders
- Parents
- Local Leaders
- Local Organizations
- Local Media

DISTRICT STRENGTHS



OPPORTUNITIES FOR IMPROVEMENT



HOW CAN WE HELP?

Update website

Positive publicity and promotion

District branding

Increase parent involvement

Improve internal communication

Assistance with crisis communication

Equality in school highlights

Research why families or staff leave

Better assisting our EL/Bilingual families

WEBSITE

Our goal is to create a modern, visually pleasing, intuitive, and useful website that is both user-friendly for the site-visitor and the site-editor.

You can expect the new site to be mobile friendly, with social media incorporation, and an enhanced calendar.

Strategies when building the site:

- Increase awareness of WSD services and programs
- Strengthen relationships with stakeholders
- Attract quality and diverse staff

The website is scheduled to go live in August 2020.

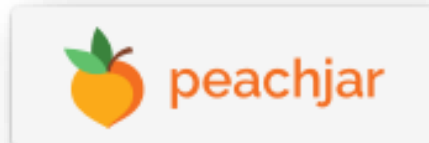


ENHANCING COMMUNICATION

Peachjar

Peachjar launched at the beginning of December.

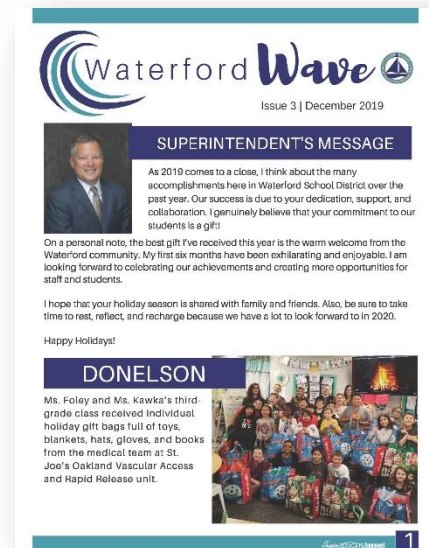
Since then, we have had 36 flyers posted from both inside and outside the district, with the highest delivery over 8,500.



Waterford Wave

A monthly e-newsletter that highlights all buildings and is sent to parents, staff, and community members.

Three editions to date with the fourth being published next week.



SOCIAL MEDIA



WSD is utilizing social media to celebrate our students, staff, families, and community.

Our current goals for social media content include:

- Increase in content frequency
- Building engagement through interactive and relevant content
- Representation of all buildings



MEDIA RELATIONS

Participated in a Media Roundtable between Oakland County school communicators and media professionals.

Earned media coverage due to timely and relevant press releases and relationship building with local media professionals.

New Waterford schools superintendent sharing data-driven plans for 2020

By Natalie Broda nbroda@medianewsgroup.com; @NatalieBroda on Twitter
Dec 16, 2019



Scott Lindberg, superintendent of Waterford School District in his office at the district's administration building.
Photo by Natalie Broda - The Oakland Press

Kindergarten orientation and expo coming up at Waterford schools

By Natalie Broda nbroda@medianewsgroup.com; @NatalieBroda on Twitter
Jan 13, 2020



Waterford School District will host an orientation and expo event for parents and guardians of kindergarten students on Tuesday, Jan. 14, 2020.
Submitted Photo - Courtesy of the Waterford School District

Waterford elementary students earn spot in state robotics tournament

By Natalie Broda nbroda@medianewsgroup.com; @NatalieBroda on Twitter
Jan 14, 2020



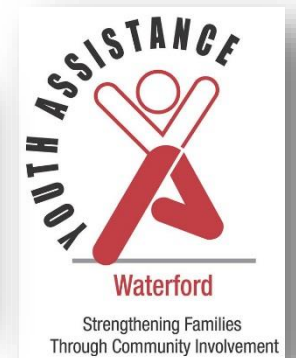
Team 63491B from Waterford's Haviland Elementary School poses with ab award at the Monroe County Community College Midway robotics tournament.

Photo by Natalie Broda - The Oakland Press

COMMUNITY

WSD has sent two Key Communicator letters to a list of dedicated and influential individuals, from alumni to retired staff members, to political figures, and more.

Many strong partnerships were already established here at WSD. I have met with leaders in each of these groups to continue and build upon those relationships.



STILL TO COME

Create a strong communications plan that will promote trust and transparency.

Develop a social media content calendar.

Build a strong internal pride with staff members, creating key communicators within our buildings.

Reimagine, design and implement a new marketing campaign that focuses on all the wonderful programs and people we have in the district.

QUESTIONS?

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