



Brenham

INDEPENDENT SCHOOL DISTRICT EST. 1875

Communications & Community Relations Plan 2018-2019

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District Mission

In collaboration with our families and community, Brenham Independent school District is committed to providing an exceptional education for all students.

District Vision

Brenham Independent School District...A proud community inspiring and encouraging excellence for all.

District Goals

1. Ensure a safe and secure environment for all students and staff.
2. Promote and foster a district culture of unity, trust, civility, and professionalism.
3. Expand teacher collaboration opportunities through professional learning communities.
4. Close achievement gaps and improve STAAR/EOC scores in all areas.
5. Encourage and strengthen teacher and student relationships.
6. Improve student behavior management practices and support on all campuses.
7. Adopt and manage a fiscally responsible budget that supports district goals.

Department Introduction

The Brenham Independent School District is committed to honest, transparent, and consistent communication with our stakeholders. We understand that maintaining open, two-way communication with stakeholders is essential for building relationships. We have diverse outreach needs and know that strong relationships are the foundation for a successful school system.

The purpose of the BISD Communications and Community Services Plan is to present a clear and concise framework for engaging and communicating with both internal and external audiences in our school community. Providing frequent, clear communications is key to building trust and loyalty to the district. This plan is aligned with district goals and priorities, designed to be both proactive and interactive, and will be reviewed annually for effectiveness.

The success of the BISD Communications and Community Services Plan depends heavily on the support and involvement of all staff members. Communication and community outreach is a part of every job in our school district. Planning for and requiring shared responsibility will ensure that the entire organization is dedicated to delivering a timely, unified message to the appropriate audiences.

Communications Staff Members

- Director of Communication and Special Projects - Jessica Johnston
- F.A.M.E. Liaison - Karem Chandler
- Community Services Associate - Georgiane Gessner
- At-Risk Facilitator - Susan Pritchard

Target Audiences

Internal Audiences

- Certified Staff
- Administrators
- Board of Trustees
- Support Staff Employees
- Professional Support Staff

External Audiences

- Students
- Parents
- Parent-Teacher Organizations
- Prospective Employees
- Prospective Residents
- Neighborhood Groups
- Community Partners
- Business Leaders
- Civic Groups
- Elected Officials
- Faith-based Groups
- Media

Communication Channels

Electronic

- District, Campus Websites
- News Feed (district website)
- Superintendent Blog (district website)
- School Messenger
- Email
- Social Media
 - Facebook, Google+, Instagram, Twitter

Media

- Brenham Banner Press
 - Insert
 - Student articles
 - Youth Focus
 - Press Releases
- Radio Broadcast Stations
 - BISD Talk Show (KWHI)
 - BISD Today Show (Lite FM)

Recommended Communication Frequency

- Daily - Facebook, Google+, Twitter
- Weekly - Website, News blog, Banner Press student articles and youth focus, Radio shows
- Monthly - Instagram, Cub Connection newsletter
- Six Weeks - Banner Press insert, Superintendent blog, 60 Seconds with Superintendent video
- Bi Annual - VIP newsletter (spring, fall)
- Annual - Superintendent's annual report

Communication & Community Services Goals

1. Establish a clear brand identity for the district to build our image and reputation.
2. Utilize a variety of media to maximize awareness and support of the district's goals, priorities and programs.
3. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Brenham Independent School District.

- Promote community involvement and build partnerships that serve to enhance the educational experience of Brenham ISD students.

Strategies to Meet Communication & Community Services Goals

Goal

- Establish a clear brand identity for the district to build our image and reputation.

Strategies

- Provide ongoing training and technical assistance to staff members in public relations, social media, and other communication skills.
- Create key messages and talking points about BISD to establish unity throughout all communication channels.
- Supply district administrators with fact sheets and other easy-to-use communications tools as needed when issues arise.

Goal

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

Strategies

- Maintain district website and support maintenance of campus and teacher websites.
- Produce digital, print and video media to increase awareness and support of district initiatives, programs and special events.
- Utilize social media channels to provide timely and relevant information.
- Maintain proactive media relations practices to enhance the district's image.

Goal

- Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Brenham Independent School District.

Strategies

- Maintain a high level of visibility through participation of key staff in various professional and community activities.
- Build and maintain partnerships with business and community leaders.

Goal

- Promote community involvement and build partnerships that serve to enhance the educational experience of Brenham ISD students.

Strategies

- Organize community engagement events to be hosted by Brenham ISD.
- Organize regular business and community partner appreciation opportunities.
- Engage stakeholders to advocate on behalf of the district.

