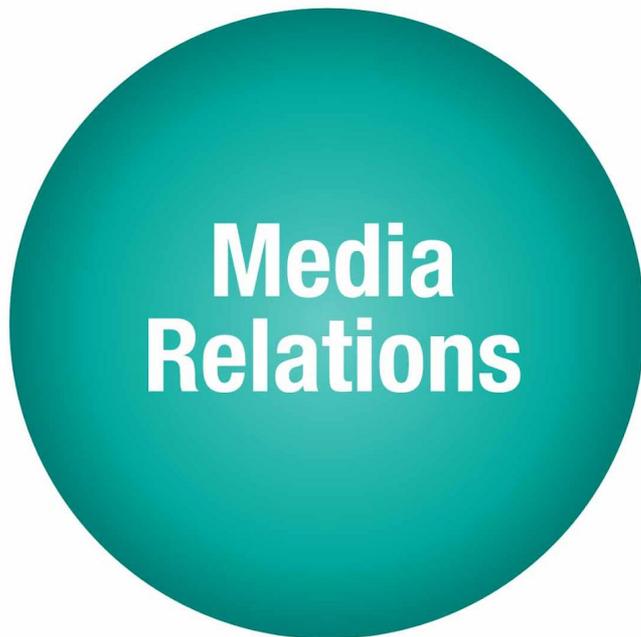


# Creating a Communications Plan for Rural School Districts



# Why PR in Rural Districts is Challenging

## What People Think We Do

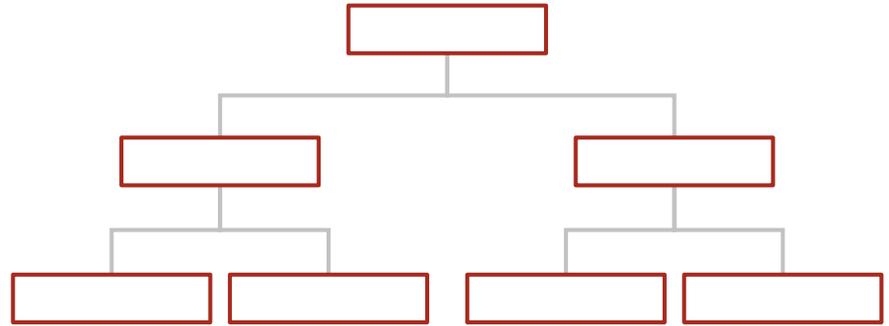


**PLUS  
WHAT  
WE  
WERE  
HIRED  
FOR!**

## What We Actually Do



# Solution: Public Relations Team



*Who is on  
your team?*

# Implement a Plan

- ❑ Identify communication strengths and weaknesses.
- ❑ Identify the purpose of your communication.
- ❑ Whom do you want to communicate with?
- ❑ What is our message?
- ❑ What communication channels/media/format do we want to use?
- ❑ Who is going to be responsible for that communication?
- ❑ What is our plan for obstacles?
- ❑ Evaluate - were we successful, what will we change?

# Implement a Plan

❑ Identify communication strengths and weaknesses.

- Surveys
- Board Input
- Students/Staff
- Review of other districts
- Review of community businesses

❑ Identify the purpose of your communication.

- Education
- Rallying support
- Announcing events
- Celebrating achievements
- Raising money
- Crisis management

# Implement a Plan

- ❑ Whom do you want to communicate with?
  - Within or outside the district
  - Staff/Board members
  - Parents/students
  - Community members
  - Businesses/Realtors
  - Potential employees
- ❑ What is our message?
  - Content
  - Mood
  - Language
    - Informal
    - Formal
  - **Proof Read before printing**

# Implement a Plan

- ❑ What communication channels/media/format do we want to use?
  - Website/Mobile App
  - FaceBook
  - Social Media
  - Emails
  - Notifications and alerts
  - Videos

[The Big Bang Theory: Different Communication Styles \(Clip\) | TBS](#)



# Implement a Plan

- ❑ Who is going to be responsible for that communication?
- ❑ What is our plan for obstacles?
- ❑ Evaluate - were we successful, what will we change?



# Key components of our PR plan



Birthdays

National  
Recognition Days

Newsletters

## Climate and Culture



Yard Signs

Luncheons

Holiday  
Appreciation Days

Retirement



# Key components of our PR plan

## Community Outreach

Back to School

Board Presentations

Ballgame Recognition

Walk - N - Talk

Jeff Hayes Memorial Run

100th Day Celebration

Fall Festival

Veterans Day

Alumni Dinner

Realtor Day

Grandparents Day

Staff Surveys

# Tell your story... or someone else will

<https://www.youtube.com/watch?v=ZEMuz9AKKAU>

