



# ***TENTATIVE***

## Schedule of Board Reports

- 4/28, Technology
- 5/12, SIP/BSC Examples
- 6/9, Operations
- 6/23, Facilities
- 7/14 & 7/28 - no reports
- 8/11, Budget
- 8/25, School Board



# Fort Wayne Community Schools Board of School Trustees

April 14, 2008

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# DISTRICT GOALS

- **Achieve and maintain academic excellence**  
*Eliminate the achievement gap among all groups of students by maximizing the achievement of all.*
- **Engage parents and the community**  
*Engage all segments of the community to support the education of young people.*
- **Operate with fiscal responsibility, integrity and effectiveness**  
*Demonstrate effective and efficient use of taxpayer dollars by using best management practices and systematic long range planning.*

# AGENDA

1. Building the Foundation
2. Strategic Communications Planning Process
  - A. Define the Situation/Problem
  - B. Planning and Programming
  - C. Taking Action
    - Accomplishments
    - Plans
  - D. Evaluating the Program
3. Next Steps



# Building the Foundation

FORT WAYNE COMMUNITY SCHOOLS



# Building the Foundation

(2006-07)

- **Best Practices**
- **Organizational Structure**
  - Public Affairs Department
  - Communications Committee

# Best Practices

- Public Relations Society of America
  - Accreditation Process
- National School Public Relations Association

# Definition

- ***Public Relations*** is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance.

- *Effective Public Relations*



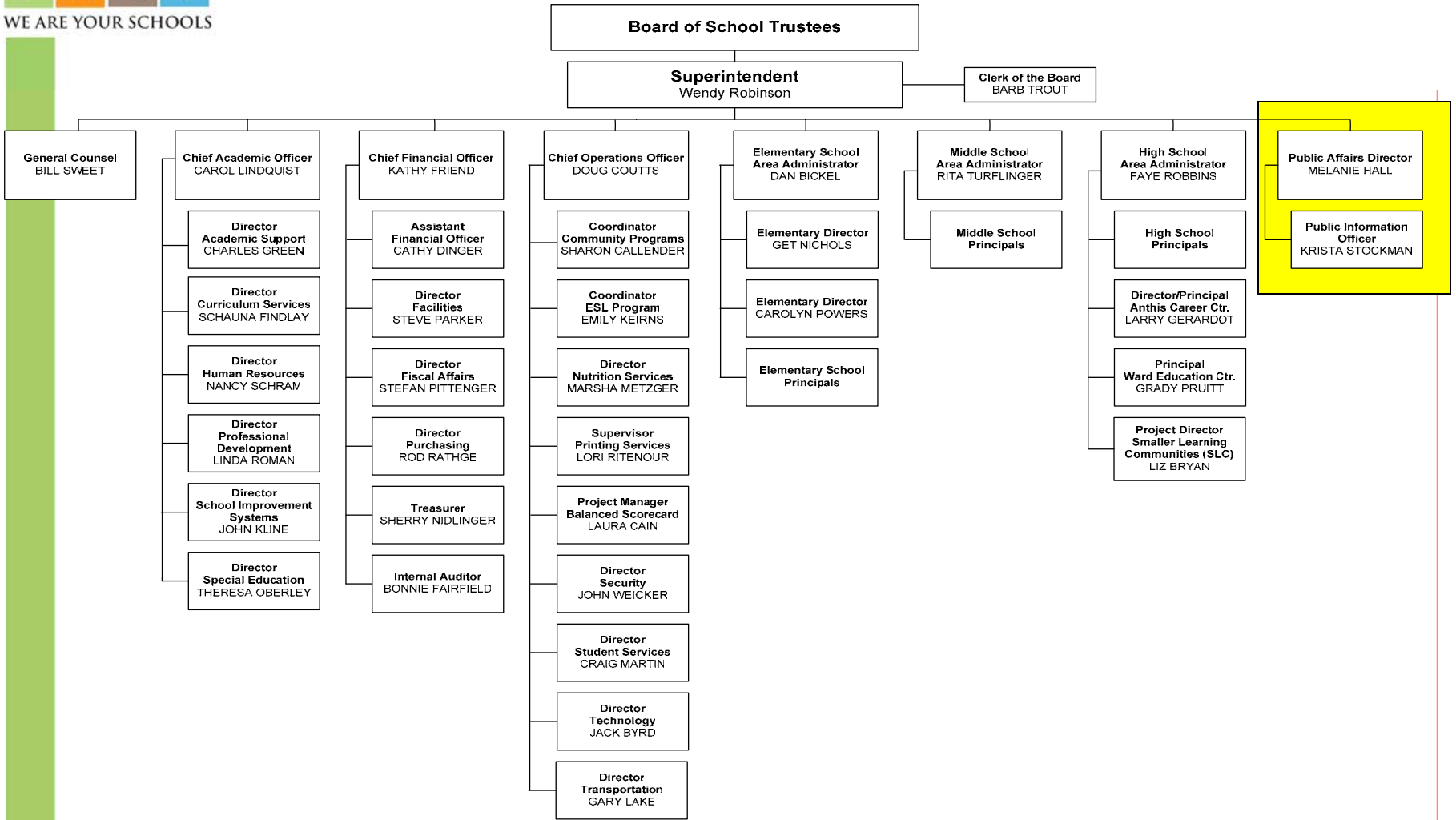


# Organization Structure

- Public Affairs Department
- Communications Committee
  - Cross-section of FWCS employees
  - 2007 formation
  - Accomplishments
- External Advisory Committee (TBD)



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# Strategic Communications Planning Process

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# Strategic Planning Steps

1. Define the Situation/Problem
2. Planning and Programming
3. Taking Action
4. Evaluating the Program

Source: PRSA

# Step One:

## Define the Situation/Problem

### Gap between perception and reality

- Complexity of whole system
- Public reporting of test scores
- Lack of understanding of measurement complexities
- Lack of understanding of different student population between districts

# Step Two: Planning and Programming

- Define the program goal
- Define target audiences
- Define objectives
- Define strategies

## Step Two:

# Planning and Programming

## Define the program goal

- **FWCS Corporate Level Goal:**

*Engage Parents and the Community*

- **FWCS Strategic Communications Plan Goal:**

*To position FWCS as a school system of choice in Allen County and a top U.S. urban district*

## Step Two:

# Planning and Programming

## Define target audiences

- Parents
- Students
- Employees
- Community



# Step Two:

## Planning and Programming

### Define objectives

- **FWCS Strategic Communications Objectives:**

1. To increase public understanding, positive opinion and support of FWCS.
2. To expand outreach and partnerships in the community.
3. To strengthen FWCS image and brand.

\* Form the basis of Step Three



# Step Three: Taking Action

## Define strategies

**2006-2008:**

- To increase public understanding, positive opinion and support of FWCS.**

***District Message:***

***Good News:***

Formed Communications Team	Improved promotion of district good news
Produced <i>Annual Report</i>	Created “on hold” message
Produced <i>Fact Sheet</i>	Held additional press conferences
Prepared communications plans for every major announcement	Produced FWCS “education minutes”
Produced FWCS historical documentary	Developed and produced Skilled Scholars (video)



# Step Three: Taking Action

## ***Future District:***

### 1. To increase public understanding, positive opinion and support of FWCS.

- Add external members to Communications team
- Develop Electronic newsletter
- Develop additional materials and training for schools
- Expand use of LTV



# Step Three: Taking Action

## ***School Level 2007-08:***

1. To increase public understanding, positive opinion and support of FWCS.
  - Tim Bobay, principal, South Wayne Elementary
    - Building Public Support

# Step Three: Taking Action

## Define Strategies

**2007-08:**

### **2. To expand outreach and partnerships in the community.**

- Formed and implemented Key Communicators
- Expanded Principal for a Day
- Improved School Choice Fair
- Coordinated Building Project communications
- Performed survey of all school partnerships

# Step Three: Taking Action

## ***Future District:***

### **2. To expand outreach and partnerships in the community.**

- Hold additional board public forums
- Identify holes from school partnership surveys
- Add external members to Communications team
- Expand community representation at School Choice Fair
- Participate in additional community expos
- High School Freshman Orientation Parent Programs



# Step Three: Taking Action

## ***School 2007-08:***

### **2. To expand outreach and partnerships in the community.**

- Crystal Thomas, principal, Scott Academy
  - *Parent University*
    - » *Academic Skill Development*
    - » *Social/Parenting Skills*

# Step Three: Taking Action

## Define Strategies

**2007-08:**

### **3. To strengthen FWCS image and brand.**

- Developed and implemented Standards and guidelines for district-wide communications
  - New logo and tagline
  - Signage
  - Promotion / Bill Boards
  - Employee logo-wear web store
  - FWCS vehicles
  - Employee communications
- Redesigned and enhanced website
  - Technology report – 4/28/08





# Step Three: Taking Action

## ***Future District:***

### **3. To strengthen FWCS image and brand.**

- Determine appropriate building signage
- Provide additional materials and training for schools
- Implement website enhancements
- Develop effective survey instruments



# Step Three: Taking Action

## ***School 2007-08:***

### **3. To strengthen FWCS image and brand.**

- Jeff Cline, principal, Irwin Math & Science Magnet

# Step Four:

## Evaluating the Program

### **Balanced Scorecard Sampling:**

- # of positive media releases and green sheets
- % of media releases and green sheets picked up as stories or photos
- # of School Choice Fair attendees
- # of Key Communicator attendees
- # of schools with a Principal for a Day



# Next Steps

FORT WAYNE COMMUNITY SCHOOLS



# FWCS Vision and Mission

## Vision:

*Fort Wayne Community Schools will be the school system of choice and a source of community pride.*

## Mission:

*Fort Wayne Community Schools educates all students to high standards enabling them to become productive, responsible citizens.*



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