

# Communications

**Superintendent's Goals  
Strategic Plan: Year 2**

**June 14, 2016**

# Year-2 Goals

**Priority 1: Strategic Plan  
Communication**

**Priority 2: Internal Communications**

**Priority 3: TUSD Brand**

**Priority 4: Responsive Communication**

**Priority 5: Community Engagement**



# Priority 1: Strategic Plan Communication

TUSD team members understand their role in moving the Strategic Plan forward and how their work ties to the District's overall vision, mission, and goals.



# Year 2 Goal: Department and Site Communication Plans

**Evidence:** *By June 2016, the Communications team will meet with 100% of campus and district leaders to develop internal communication plans relative to their respective areas of responsibility.*



Tucson Unified Communications Department  
2015-16 SCHOOL YEAR

# Communication Plan

*"If it's not visible, it's invisible."*

**We are Storytellers.**  
*They are our audience.*

- Students/Families
- Teachers/Staff
- Community
- Potential Employees

**What is our Goal?**

- Create Quality Content (Sharable)
- Connect Emotionally (Dynamic)
- Reflect Tucson (Diversity)

## What Guides Us?

## Our Tools?

### 1 USP/MORE Plan

(Marketing, Outreach, Recruitment Plan)

- TUSD en Español
- Interactive school catalog/videos
- Open enrollment advertising/marketing
- Magnet marketing
- ALE/achievement
- Free transportation
- Options for students

### WE COMMUNICATE IN MULTIPLE PLATFORMS

- Web
  - Social Media
  - Newsletters
  - One-to-One
  - Event Marketing
  - ParentLink
  - Mailers
  - TV Commercials
  - Videos
  - EPK (Electronic Press Kits)
  - Audio/Video Streaming
- 

### 2 Strategic Plan

Year 2 Goals


- Communicate plan in professional development
- Create district email for questions
- TUSD Brand awareness/development
- Communicate with diverse groups
- #TeamTUSD

### 3 Class of 2020

CLASS OF  
**20|20**

- Brand anything involving middle school 8th graders with Class of 2020
- We want to include all types of kids in this project (high achievers, average, struggling, diversity)
- This should be their authentic self and situations (keep it real)
- In January we will begin to select students to focus on until high school graduation
- Tie to the Strategic Plan or MORE Plan whenever possible
- END GOAL: To show how the Strategic Plan affected this class of graduating students through a short documentary or series of videos

This is where  
Students love to Learn  
Teachers love to Teach  
and People love to Work  
We are Tucson Unified



EMBRACING DIVERSITY  
TUCSON UNIFIED  
SCHOOL DISTRICT

# Building a Plan

## Principals:

Dec. 3, 2015 & March 3, 2016

## Departments:

Dec. 16, 2015 & April 3, 2016


# Priority 1

✓ 100% completed



# Priority 2: Internal Communication

TUSD's internal communications enhance the coordination of departments and services in support of students and staff



# Year 2 Goal: Create an inquiry system for staff

**Evidence:** *By June 2016, one central email box will be created and publicized.*



# Answers Email Campaign

Launched for employees:  
Spring 2016

Expanded to community:  
April 2016

## PERPLEXED

*or just plain STUMPED?*

Have you simply run out of places to look and people to ask?

This is Pete.

Pete has questions.

Pete needs ANSWERS.  
He has searched the intranet  
but is having trouble finding them.

Pete is perplexed.

Pete is smart.  
He emailed [answers@TUSD1.org](mailto:answers@TUSD1.org).

Now Pete is informed.

Be like Pete.



**WE CAN HELP**

Simply email us.

**[ANSWERS@TUSD1.org](mailto:ANSWERS@TUSD1.org)**

While most questions are answered within 24 hours, please be patient.  
It may take up to 72 hours for us to get the information to properly direct you.


# Priority 2

✓ 100% completed



## Priority 3: Tucson Unified Brand

TUSD and stakeholders will develop and launch a unified TUSD Brand.



# Year 2 Goal: Stakeholders made aware of district goals

**Evidence:** *By June 2016, one survey will be created and conducted. The goal is to obtain over 70% staff participation with 70% showing awareness of District accomplishments.*

# Staff Survey

- Strategic Plan awareness overall: 69%
  - Communications: 79%
  - Curriculum: 82%
  - Facilities: 74%
  - Finance: 76%
  - Diversity: 42%
- Sent on May 10, 2016 (with three reminders)
- 4,029 out of 7,511 responded (54%)

# Priority 3

✓ 88% completed



# Priority 4: Responsive Communication

Begin implementation of communication  
plan to diverse groups.



# Year 2 Goal: Culturally Responsive Communication

**Evidence:** *Assess needs of 100%  
of district departments and identify communication  
channels for 100% of departments.*



# Share Your News Campaign

Launched for sites/departments: July 2015

June 2016: Department Zones added to School Zones



Do you have  
**NEWS**  
or an **EVENT**  
you'd like to  
promote?

**SPREAD THE WORD**  
*about your school!*

*The TUSD Communications  
Department can help!*

Send us:

- **Information** about events or stories we can pitch to local media
- Ideas for **articles** for the TUSD website
- **Suggestions** for superintendent recognition of students, staff, schools at board meetings
- **Ideas** for the superintendent's weekly newsletter
- Suggestions for **items** for Facebook, Twitter or Instagram
- **Photos** from your events—assemblies, spirit week, neat projects—*anything you are excited about!*

**It's EASY!**

Simply email us at

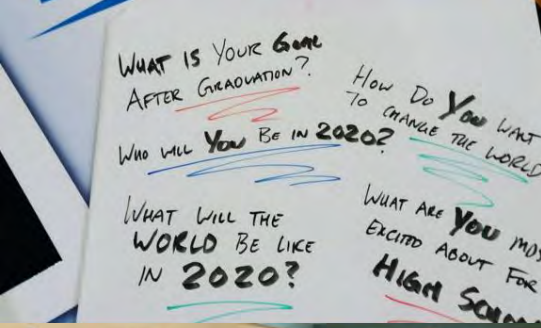
**media@tusd1.org**

or by calling **225-6101**

Also, don't forget to invite  
the **superintendent** and **board members** to your events!

- Parentlink (voice/email)
- Social Media
- Website
- Newsletter
- One to one
- Flyers
- Site Council
- Student Council
- PTO/PTSO
- Parent Groups
- Alumni Groups
- Videos
- Family Nights
- Professional Development
- SCPC (School-Community Partnership Council)
- And many more...





# CLASS OF 2020

Meet the students

video

# Priority 4

✓ 100% completed



# Priority 5: Community Engagement

TUSD will develop a community engagement strategy to strengthen advocacy for TUSD.



**Year 2 Goal:**  
**Create teams designated to spread  
messages**

**Evidence:** *By June 2016, a minimum of 10  
#TeamTUSD groups will be identified and featured.*

# #TeamTUSD

- 15 teams featured
- 5 additional this summer
- More on world trips



#TeamTUSD: Mansfeld STEM

TUCSON UNIFIED  
SCHOOL DISTRICT



#TeamTUSD: Carrillo SWAT Team

TUCSON UNIFIED  
SCHOOL DISTRICT

TUCSON UNIFIED  
SCHOOL DISTRICT



School **Bonillas Basic Curriculum Magnet School** Palo Verde High Magnet Middle School Robins K-8 School Dodge Traditional Magnet School **Sabino High School** Tully Elementary Magnet Middle School **Sabino High School** Tully Elementary Magnet School **Sabino High School** Mansfeld Middle Magnet School Pueblo Magnet High School **Pueblo Magnet High School** Palo Verde High Magnet Middle School Robins K-8 School Dodge Traditional Magnet Middle School **Sabino High School** Tully Elementary Magnet School **Sabino High School** Mansfeld Middle Magnet School Pueblo Magnet High School



# Legacies

TUCSON UNIFIED SCHOOL DISTRICT



**FOLKS:**  
DAVIDSON  
SAM HUGHES  
CATALINA JR. HIGH  
TUCSON HIGH

**LISA & MARK:**  
BOOTH  
BONILLAS  
KELSOND  
FICKETT JR. HIGH  
PALO VERDE

**SISTER:**  
BOOTH  
FICKETT JR. HIGH  
PALO VERDE

**DAUGHTERS:**  
BORTON  
FORD  
BOOTH- FICKETT  
HOLLADAY  
UTTERBACK  
TUCSON HIGH

**GRANDKIDS:**  
BORTON  
MANSFELD MIDDLE

**LISA'S FAMILY SCHOOL TREE**

video





# Priority 5

✓ 100% completed

# Strategic Plan: Communications

**Priority 1                    100% completed**

**Priority 2                    100% completed**

**Priority 3                    88% completed**

**Priority 4                    100% completed**

**Priority 5                    100% completed**

**Total   97.6% completed**

**Tucson Unified**  
S.T.E.A.M. Schools  
Choice  
Award-Winning  
Educate  
Heritage  
Career Readiness  
Responsibility  
Technology  
Communication  
Graduate  
Caring  
Diversity  
S.T.E.M.  
Elementary  
K-8  
High Magnet  
Middle  
Inspire  
Achieve  
Family  
Kids  
Early Childhood  
Character  
Hope  
College

