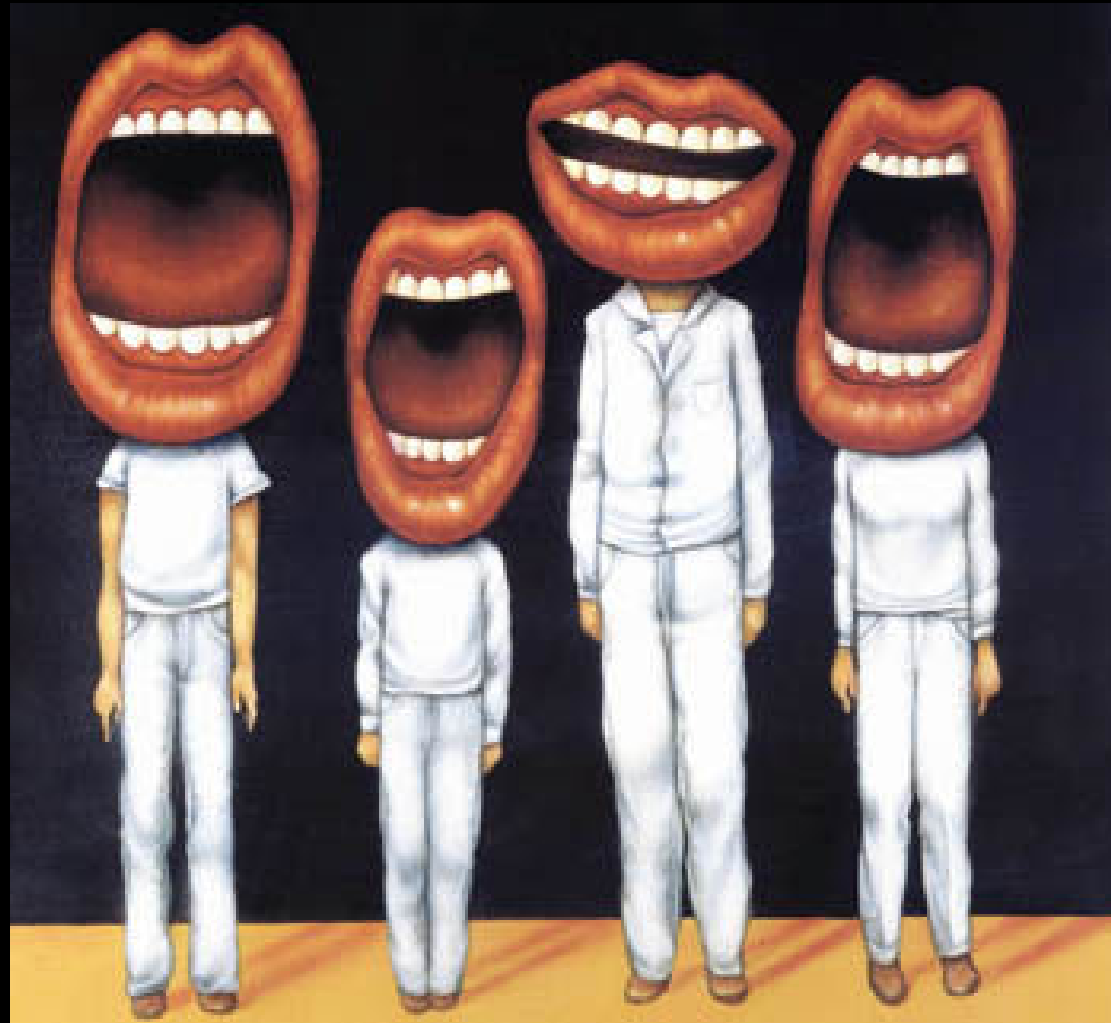


TUSD Communications Plan

2013 - 2014



Communications Philosophy

- Believe that communicating is an interaction
- Look from the outside in
- Listen to our parents, students, staff, and community
- Provide opportunities for people to connect
- Use technology and feet on the street to build a friendly, customer-centric environment

Challenges & Opportunities

- Diverse communication needs
- Inadequate messaging infrastructure
- Multiple stakeholders to reach
- Sustainability requires buy-in from everyone
- Frequent, clear, and results-driven communications is key
- Reactive when needed; proactive & **interactive** first and foremost
- Deliver the right message to the right audience

Communication Goals

- Develop positive stakeholder relationships
- Establish 'one voice' for the district
- Create brand identity
- Provide community involvement opportunities
- Support customer service needs
- Maintain proactive media relations
- Empower staff through training & coaching
- Increase transparency

External Communications

- Information
- Public relations
- Reputation management
- Partnerships
- Building relationships



External Audiences

- Parents
- Students
- Staff (more than an internal audience)
- School councils
- Community partners
- Business community
- Community members/Taxpayers
- Media

Building Connections with External Audiences

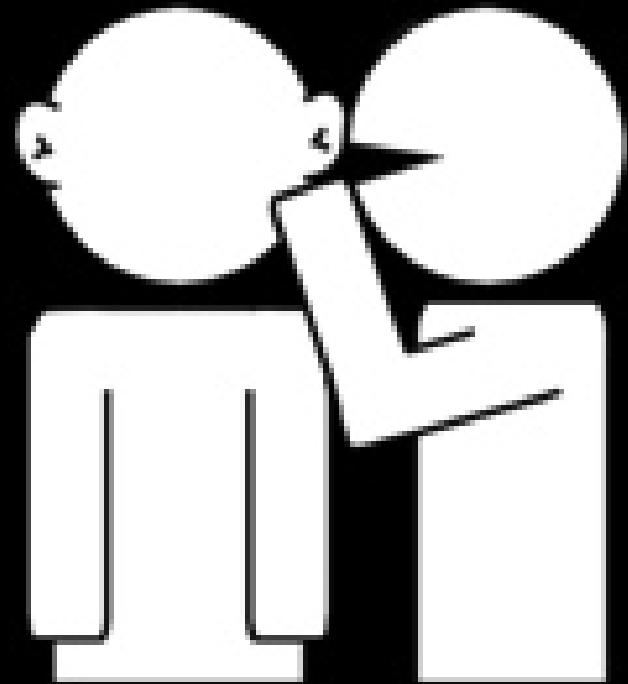
- **Parents** – Evaluate readability of forms, monthly e-newsletter, interactive online info center
- **Students** – Online resources (homework help, scholarships, internships)
- **School councils** – Feed blogs, newsletters and other outreach materials through district site
- **Community members** – User-friendly web presence with deep content; interactive opportunities

Building Connections with External Audiences

- **Community Partners** – Provide visibility through messaging tools, develop new strategic partnerships
- **Media** – Embrace transparency, develop media interactivity ops such as bus tours
- **Staff** – Create forums, web chats and other staff interactions for idea generation and problem solving

Internal Communications

- Information
- Connectedness
- Understanding
- Satisfaction



Internal Audiences

- **Administrators** – Leading by example through timely and clear information exchange
- **Teachers** – The “face” of the district; frontline to our parents
- **Staff** – Information absorption requires multiple platforms. We must be nimble in our approach to ensure everyone is included.

Building Connections with Internal Audiences

- **Administrators • Teachers • Staff**
- Provide training in writing media releases and attracting media coverage
- Empower schools and departments to develop talking points and marketing language
- Develop staff events that focus on team building
- Provide tools that allow success in messaging

Key Communication Strategies

- Lead with OUR message
- Develop a fresh brand identity
- Demand consistency
- Expand access to social media
- Face time – show up and interact
- Events
- Frequency – communicate every day
- Marketing plan

Top Communication Channels

- District website
- School websites
- Social media
- TUSD-TV
- District newsletter
- Events/community engagement
- Media opportunities
- Word of mouth – brand ambassadors
- Community partnerships
- School buses, marquees, and buildings

Homepage Redesign

The screenshot shows the Tucson Unified School District (TUSD) homepage in a Windows Internet Explorer browser window. The browser's address bar shows the URL http://webdev10/index_new.htm. The page features a dark blue header with the TUSD logo and the tagline "Delivering Excellence in Education Every Day" and "Grow • Reach • Succeed". A navigation menu includes links for "home", "our schools", "directory", "information", "volunteer", "employment", "governing board", and "student rights". A search bar is located in the top right corner.

The main content area is titled "Tucson Unified School District" and features a large blue-bordered box on the left with a photo of a child on a school bus. The text inside the box reads: "Don't miss the bus!" and "Register your child by May 15 to ensure transportation for the first day of school". To the right of this box is a "News" section with several headlines: "Before/After School and Preschool Programs for 2012-2013", "TUSD adopts budget for fiscal year 2013", "Nearly 2,000 community members respond to online survey", "TUSD TV is now on Cox Channel 120", and "Planning ahead? TUSD Programs during Fall and Spring Breaks". A link for "More News, Announcements, and Events >>" is provided.

Below the news section is an "In the Spotlight" section with four columns of featured stories, each with a small image and a title: "Tucson High Student Receives 2012 Young Naturalist Award for Student Scientists", "Magee Middle School Students Create Mural for Arizona Centennial", "Tucson High Senior Receives Gabes Millennium Scholarship", and "TUSD High School Students Achieve Top Awards at 2012 SkillsUSA Arizona Championships". A "More >>" link is at the bottom of this section.

The footer contains a grid of service links: "Parent Center" (Newcomer's Guide, Before/After School, Breakfast/Lunch, How to Enroll Your Child, Open Enrollment/Magnet), "Governing Board" (Watch the Board Meeting, Meeting Schedule, Policies & Regulations), "Finances" (Budget, Presentations, Bond), "About Us" (Vision for Action, Core Values, History), "Interpreter Services" (Sign, Sign, Sign, Sign, Sign, Sign, Sign, Sign, Sign, Sign), and "Partners" (Educational Enrichment Foundation, Tucson Values Teachers, Voices for Education). Below the grid are links for "Announcements | Connections | Site Map".

At the bottom of the page, the governing board and superintendent are listed: "GOVERNING BOARD: Miguel Cuevas, President; Michael Hicks, Clerk; Adella Grijalva; Dr. Mark Stegeman; Alexandre Borges Sugiyama, Ph.D." and "SUPERINTENDENT: John J. Pedicone, Ph.D.". Contact information for Tucson Unified School District is provided: "Tucson Unified School District | 1010 E. Tenth St. | Tucson, AZ 85719 | (520) 225-6000 | webmaster@tusd1.org". A notice of nondiscrimination is also present.

The browser's taskbar at the bottom shows various application icons and the system tray with the time 1:52 PM and date 10/2/2012.

New Feature – Meet the Staff

Tucson Unified School District - In the Spotlight - Windows Internet Explorer
http://webdev10/contents/distinfo/staff/index.asp

STUDENTS | PARENTS | ALUMNI | EMPLOYEES | COMMUNITY

TUSD Meet the Staff

home | our schools | directory | information | volunteer | employment | governing board | student rights

Home > Information > Meet the Staff > Joan Gilbert

Meet the Staff

Joan Gilbert, TUSD Science Coordinator

Email: Joan.Gilbert@tusd1.org
Phone: (520) 225-4935
Years in current position: 4
Years with the district: 25

About Joan

What are some of your interests, hobbies, and activities?

I love reading about science!


I'm also a hiker and look forward to walking through our desert home or visiting the cooler weather on Mt. Lemmon.

Where is your hometown, and where did you go to school?

I was born in Arizona and came to Tucson in the 6th grade, where I started at Vail Junior High. I also attended Rincon High School, so am proud to have attended TUSD schools and continued here in my career.

At the University of Arizona I received my Bachelor of Arts Degree in Elementary Education, then went on to receive my Master's Degree in Educational Leadership from Northern Arizona University, Tucson Campus.

Inspirations



Over 4,000 science kits are available at the center.

TUSD Regional Science Resource Center

The TUSD Regional Science Resource Center partners with districts and private schools in the Tucson area to provide science kits and curriculum for hands-on science activities for K-8 students.

Science education workshops and one-on-one assistance from TUSD science specialists provide the professional development needed to ensure the most effective use of these resources.

[Learn more >>](#)

Local intranet | Protected Mode: Off | 100% | 4:34 PM 10/2/2012

Let's Go!

Phase 1 rollout

- District website redesign - SY 2013-14
- Develop marketing plan to support increasing student enrollment – Early 2013
- Centralize and grow contact database – May
- Develop district e-newsletter – Spring 2013
- Establish strategic messaging for TUSD-TV -
Now
- Upgrade content on school websites - Ongoing

A look ahead

Phase 2 rollout

- Mass messaging capability – SY 2013-14
- Redesign of school websites – SY 2014-15

Questions

?