| **Name of the Plan: MJUSD Communication & Engagement Plan 2022-2023**  **Creation Date: October 2022**  **Plan Start Date:**  **Plan Expiration Date:** This is a working document and helps capture the actions for the current year. The department recognizes that the goals are identified within the current evaluation of the department's needs and next steps. |
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| **Acknowledgement:** Developed with guidance and input from the Superintendent’s Office |
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| **Developed By:** Courtney Tompkins, Public Information Officer |
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| District Mission and Vision |
| --- |
| Mission:The Marysville Joint Unified School District, in partnership with our staff, students, their families and the community, will provide each student with the most appropriate educational opportunities in a safe environment. |
| Our Vision for the Education of Children:All students have the opportunity to experience success within our district and community through alignment and development of programs, facilities and other resources.All students have the opportunity to meet and/or exceed the outcomes established in board policy for graduation requirements and grade level promotion/retention standards.All students will have multiple ways of learning and demonstrating that they have learned those things required by district graduation requirements and grade level promotion/retention standards.Student success is a self-fulfilling process; the more we believe that all students can be successful and the more students experience success, the more success will happen. |
| **Understanding the Marysville Joint Unified School District Strategic Plan 2022-2025** |
| The Marysville Joint Unified School District Strategic Plan 2022-2025 was developed through a comprehensive and collaborative process with community partners, students, parents, and staff. The Strategic Plan serves as an overarching umbrella to guide the alignment of key departmental plans and achieve the highest level of efficacy throughout the system over the next three years. The community will receive an annual update on the progress. This is a live document, therefore additions and revisions will also occur annually (Pg. 4). This department plan has been developed in alignment with the Strategic Plan. |

| Executive Summary | |
| --- | --- |
| The 2022-2023 Communications Plan will serve as a guiding tool to ensure that all district and school site communications are aligned with the mission, vision, and strategic goals of the district. The Plan was developed in order to ensure:  ● All communication supports district goals as outlined in the LCAP and Strategic Plan;  ● Increased engagement and improved community connection;  ● The district shares its story, celebrates its achievements, and recognizes outstanding staff and students;  ● Transparency in district operations.  MJUSD’s Communications Plan is led by the Public Information Officer in conjunction with support from the Superintendent, Assistant Superintendents, Directors, Principals, and Assistant Principals. The goals, strategies, and tactics contained in the Plan guide the district to always be proactive in telling our story and responding to internal and external needs. | |
| **Target Audiences** | |
| The Communications Plan takes into consideration the multiple audiences served by the District and its 23 school sites.  Families  Students  Community partners  Parent/Teacher Organizations  Media  Employees  Board of Education  Local government officials (Marysville & Yuba County)  Local business owners | |
| Departmental Mission | |
| ***Departmental Mission:*** *Inform and engage with the community to celebrate the district’s achievements, highlight its strengths, and increase community confidence to support our students and our schools.* | |
| Education Partners, Planning Process, and Methodology | |
|  | |
| Current Success: | |
| What are the processes that are working well? What are your celebrations? (add more rows as needed) | |
| **List the processes working well** | **How do you know?** |
| Gold Gazette |  |
| Supt. board updates |  |
| Social media |  |
|  |  |
|  |  |
| Identified Needs: | |
| We need more engagement happening in real time | |
| What are the processes not working well? | What do you need to make it work well? |
|  |  |
|  |  |
|  |  |

| 2022-2023 Department Goals: | | | | | |
| --- | --- | --- | --- | --- | --- |
| Copy the goals and actions from this sheet [2022-23 Goals](https://docs.google.com/spreadsheets/d/18WD6JND4yhfgMN3qTmIknxcAI0q8B8hQ1cKM5W8D9S4/edit#gid=1274108939) but add the budget impact as well YEAR 1 | | | | | |
| **Goal 1: OUTREACH & ENGAGEMENT - Increase outreach and engagement with staff, families, and our community (aligns with SP Goal 3 & 4)** | | | | | |
| **ACTIONS** | **DEVELOPED BY** | **APPROVED BY** | **IDENTIFIED HOW** | **FISCAL IMPACT** | **PROGRESS CHECK** |
| 1. Share important information with staff, families, and the community through various channels (eg. monthly Gold Gazette newsletter, Parent Square, social media, video (Sunday Scoop), superintendent's memo, radio) | Public Information Officer | Superintendent |  |  |  |
| 1. Celebrate successes and promote positive stories to highlight staff, students, programs and projects across our district | Public Information Officer | Superintendent |  |  |  |
| 1. Create a communication survey to send to the entire district to measure perception of current communication practices and identify areas for improvement | Public Information Officer | Superintendent |  |  |  |
| **Goal 2: MEDIA RELATIONS - Build and maintain positive relationships with members of the local media and identify opportunities to share the district’s story (aligns with SP Goal 4)** | | | | | |
| **ACTIONS** | **DEVELOPED BY** | **APPROVED BY** | **IDENTIFIED HOW** | **FISCAL IMPACT** | **PROGRESS CHECK** |
| 1. Manage all media requests and respond appropriately and in a timely manner | Public Information Officer | Superintendent |  |  |  |
| 1. Pitch positive stories to the press and coordinate interviews and photos, and ensure accuracy of the information provided to the media | Public Information Officer | Superintendent |  |  |  |
| **Goal 3: CRISIS COMMUNICATIONS** | | | | | |
| **ACTIONS** | **DEVELOPED BY** | **APPROVED BY** | **IDENTIFIED HOW** | **FISCAL IMPACT** | **PROGRESS CHECK** |
| 1. Provide centralized communication and support to school sites and district leaders during a crisis and create messaging to share with families, staff, and the media. | Public Information Officer | Superintendent |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

| **Department Goals- Progress Evaluation Process** |
| --- |
| Weekly meetings with the Superintendent  Semi-annual and annual review |
| Staff Training/Professional Development Goals |
| Objective: why is PD required in your department or what kind of PD will you provide to schools or other departments so your department can implement your processes clearly and effectively? Use chart below to plan that out |

| Topic | Who will provide | When will you provide | Cost |
| --- | --- | --- | --- |
| Site-based PR team |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

| Budget Summary : YEAR 1 - N/A - no department budget | | | |
| --- | --- | --- | --- |
| **ACTIONS** | **Goal #**  **Action #** | **Cost** | **Budget Resource** |

**Conclusion**

The Marysville Joint Unified School District’s Communications Plan for the 2022-2025 school years will be utilized as a tool to ensure that all communications align with the strategic goals of the District. The plan will be continually evaluated and updated as needed.