



# STRATEGIC COMMUNICATIONS PLAN

2023-2024



# Overview

Campbell Union School District believes in the importance of communication as a core function of our work to educate students to their highest potential in partnership with parents, staff and the community.

This plan provides an overview of how we approach and manage District-wide communications and available communications resources. It covers central themes and priorities at a high-level, while noting that in a fast-paced communications environment, there is a need for responsive, fast-turnaround support.

This document serves as a guide for on-going planning and decision-making for our communications efforts, keeping us focused on significant, strategic outcomes.

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# Vision, Mission, Goals, Values, and Pillars



## VISION

Campbell Union School District will be a model for innovative programs and instruction that engages, empowers, and inspires all children to feel safe and thrive.

## MISSION

Campbell Union School District, a provider of education beyond the expected, educates individual students to their highest potential and ensures that they are prepared to succeed.

## VALUES

**Our Values**

- We are **Learners**
- We are **Collaborators**
- We are **Community Builders**

## GOALS

**Our Goals**

**LCAP Goal 1:** High quality first instruction for all.

**LCAP Goal 2:** High quality social emotional learning for all.

**LCAP Goal 3:** Parent, family, and community engagement to support all learners.

**Education Beyond the Expected**

Effective professional learning communities • Every child a reader • Math improvement • Profile of a graduate  
Social emotional learning • Parent and family engagement • Commitment to diversity, equity, and inclusion

(REPORTED IN THE LOCAL CONTROL ACCOUNTABILITY PLAN)

## DISTRICT PILLARS



Successful Students



Successful Staff



Engaged Families and Communities



Safe and Adaptive Infrastructure

# Communications Goals and Themes

To maximize the impact of the District's communications resources, we have aligned our plan with the district's LCAP goals and continuous improvement scorecard. The following goals reflect the District's top priorities. They are not an all-inclusive list and are subject to change as new priorities emerge.



**To facilitate and increase Parent/Guardian, Family, and Community Engagement to support all learners.**

## **Strategy 1: Implement regular communications strategies to keep parents informed of key activities, student progress, and school/district success stories.**

- Publish a weekly e-newsletter with content supporting district initiatives.
- Generate an average of 4 community engagement social media posts per month.
- Update and maintain the district's website, Incident Command System (ICS), and procedures through a systemic process involving multiple CUSD departments and Schools.
- Create and distribute collaterals, news stories, and social media content to promote district-sponsored events to families and community members.
- Streamline school-home communication channels/infrastructure to facilitate 2-way communication and family engagement in students' education.
- Produce a bi-monthly (every other month) Superintendent's Briefing video message highlighting the district's goals and initiatives.
- Monitor district social media accounts for compliance with regulations and policies.
- Provide assistance with Board presentations and meeting logistics.
- Provide weekly opportunities for training employees in the effective use of district communication tools, especially ParentSquare and websites.
- Prepare strategic public messaging in response to sensitive issues, such as safety, anti-bias, political activities that may impact the district or schools.
- Establish/Maintain protocols to support effective 2-way communication between the district and its key audiences/constituents.
- Maintain a repository of images for school and district use with news stories and presentations.
- Monitor the district's general contact email account and route requests to the appropriate staff for response.
- Facilitate media relations, providing story ideas and fielding inquiries from reporters.

## **Strategy 2: Deploy outreach strategies to successfully gather stakeholder input, including but not limited to:**

- Coordinate with hosts on topics for meetings with key groups (district staff, community liaisons, school parents and staff) to schedule time for employees to participate, help create awareness of the importance of district surveys, and drive higher participation levels.
- Produce/publish stories that exemplify how the survey results lead to better classrooms and support for students' educational experiences.
- Implement a participation campaign in cooperation with school administrators using ParentSquare, agenda management, postcard/mailer, and incentives
- Annual Survey of staff, students and families (January)
- Panorama Student Survey - Spring



# Communications Goals and Themes

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To improve communications and highlight efforts to support traditionally underserved communities.

**Strategy 1: Expand communications tools and strategies to deepen and target communications for communities that are traditionally underserved.**

- Produce quality Spanish-language communications for our students and families.
- Create awareness among employees and families of Multilingual Phone Line for interpretation services.
- Coordinate efforts with Community Liaisons to disseminate information to families in traditionally underserved communities.

**Strategy 2: Raise the visibility of key programs and efforts to support new student acclimation and family's engagement with the school.**

- Publish news articles and social media content that celebrates diversity and inclusion
- Newcomer programs
- Partnerships, programs and services in the community for low-income families
- Pathway Awards for Bilingual Biliteracy
- Students reclassified as English proficient
- District efforts to eliminate institutional bias
- Schools' multicultural events

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To raise awareness of strong educational programs that enhance student learning and achievement.

**Strategy 1: Communicate impact of key initiatives on student learning (SEL, ECAR3, POG, Math, anti-bias, continuous improvement)**

- Produce at least 5 Superintendent's Briefing videos that highlight student learning via the key initiatives.
- Produce monthly feature article about progress of student learning via key initiatives
- Support school administrators' efforts to produce news content about student learning via key initiatives.
- Produce features promoting positive school climate, healthy culture at schools and district.

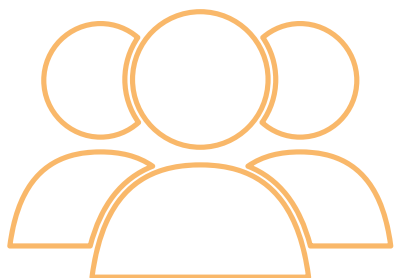


# Target Audiences



Our communications team will work to address the following members of our Campbell community, as their engagement and support are critical to our success.

## Internal



- Parents
- Students
- Staff, teachers, administrators
- Governing Board

## External

- Community
- Media
- Nonprofit agencies
- Safety partners
- Elected Officials
- Local businesses
- Other Districts and Higher Ed.

The District is committed to inclusivity and will continuously evaluate the need for multilingual outreach efforts, as part of its efforts to reach diverse internal and external audiences.

# Communications Tools and Platforms

Our District implements a variety of communications channels to reach our diverse community.

## ParentSquare

This technology platform is the main vehicle we use to disseminate email, voicemail and text messages to our parent community. It is used by administrators and faculty to communicate with families.



## Social Media

We engage with our community through the District's Facebook, Instagram, Youtube and Twitter platforms.

Several Campbell USD schools also manage their own Facebook and Instagram accounts, which must adhere to BP/AR 1113.



## Staff Communications

Keeping our staff informed is an important priority and we do it in several ways. To prepare employees and Board members for questions from families, we inform them in advance of any major information going out to families.

The HR department maintains regular conversations with union leadership, and posts updates on the Intranet about employment, benefits and work culture.

The Superintendent provides a weekly update to Board members that highlights the work being done to support district goals and priorities.

## Community Newsletters

The District produces a weekly e-newsletter highlighting top priorities, key programs, and successes across our schools. We work to provide dynamic content that leverages video, pictures and multimedia.

A quarterly superintendent video message synthesizes information and provides a voice to the District. This information is further amplified on our social media and the district website.



# Communications Tools and Platforms



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## Website

This is our central hub of information that is constantly being updated with the latest news from the district. It is a key tool for prospective students, parents and staff.

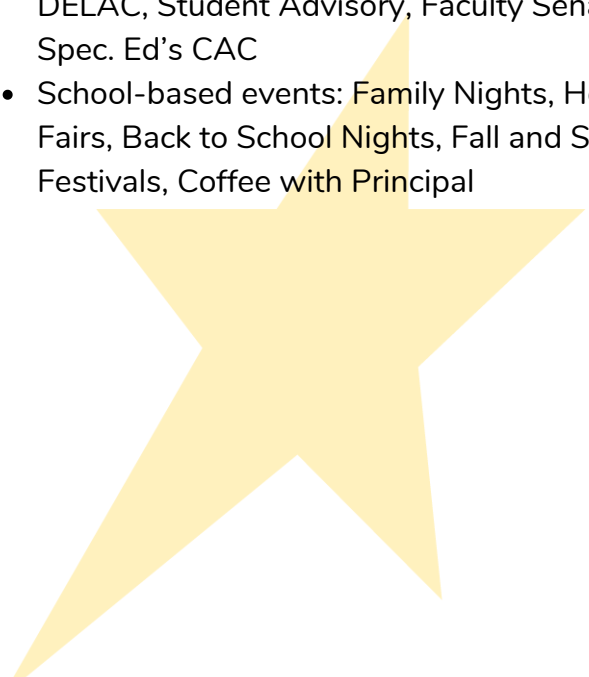
The site was custom designed with features developed based on user feedback and frequently sought information.



## Events/Forums

We coordinate a number of events to help us engage with our community. They represent opportunities for listening, sharing, and bringing our CUSD community closer together. These include, but are not limited to:

- All Staff School Year Kick Off
- Innovation Showcases (new for 23-24)
- Superintendent's Community Forum (new for 23-24)
- Kindergarten Readiness Fair (new for 23-24)
- Employee Appreciation Week and recognition event
- Annual District Survey (Studer)
- Panorama School Climate Survey
- Multiple committees: ParentAdvisory, DELAC, Student Advisory, Faculty Senate, Spec. Ed's CAC
- School-based events: Family Nights, Health Fairs, Back to School Nights, Fall and Spring Festivals, Coffee with Principal



# Communications Team



Our communications efforts are guided and overseen by the Superintendent and the following collaborators:

- Marketing & Communications Specialist - Marla Sanchez is our lead communications staff and point person for all communications efforts. Marla is responsible for the District public information and social media channels, oversees the website for district and schools, internal and external communication to include but not limited to press releases, articles, community newsletter, marketing collateral, promotion of program initiatives, multimedia productions, interviews, etc.
- Voler Strategic Advisors is a communications firm specializing in providing support to educators and educational institutions. Currently, they provide support in a variety of areas including communications strategy, video production, graphic design, media relations and crisis management. They provide assistance with management of sensitive issues that generally require interfacing with the media. They work in close alignment with the Superintendent and the Marketing & Communications Specialist.
- School Administrators lead communications efforts targeting their individual school communities, and are key partners in sharing critical information for district-wide efforts.
- District-level departments provide content for weekly newsletters and presentations to the community.



# Conclusion

The Campbell Union School District Communications Plan is a living tool to ensure that communications efforts are aligned with the District's priorities for maximum impact. This plan will be reviewed every year by the superintendent and updated as needed. It is not intended to be an all-inclusive list of projects, but provides a high-level overview of our priorities.

Our work in communications is an investment in strengthening relationships with our community, in building a positive brand that will support the recruitment and retention of students, families, and staff, and is essential to our work as educators who partner with parents and community entities to empower our students. A shared understanding of our goals and values is the foundation for effective collaboration, productive dialogue, and the pursuit of the highest outcomes for our students.







**Governing Board**

Danielle M.S. Cohen, Chris Miller, Richard H. Nguyen,  
Michael L. Snyder, William Slade

**Superintendent**

Dr. Shelly Viramontez

[www.campbellusd.org](http://www.campbellusd.org)

