



# **Liberty County School System Communication Plan**

# **2020-2021**

# Liberty County School System Communication Plan SY 2020-2021



The Liberty County School System Communication Plan addresses two types of school district audiences: internal (staff, students, administration and Board of Education), and external (parents, businesses, and other members of the Liberty County community). An informed staff relates better to students, as well as to parents and the community, thereby providing a higher level of customer service. The Liberty County Communication Plan is intended to outline a strategy for the school district to follow in order to build and maintain public confidence in and support for the schools. The communication department will implement and manage community relations, media relations, publications, and marketing, and offer leadership on all comprehensive communication services and strategies for the district. The "2026 Vision - LCSS Strategic Plan 2021-2026" will provide the direction for all internal and external stakeholder communication.

## **Mission**

To institute a comprehensive communication program that will assist the Liberty County School System in achieving public support for its mission and objectives by identifying, establishing, and maintaining mutually beneficial relationships with our staff and the community we serve.

## **Vision**

Communication among all stakeholders will be clear, concise, timely and responsive. All actions, programs, and practices of the department and the intent of this plan is that a strategic approach to communication planning will work toward achieving the following goals:

- Promote systematic, two-way communication among both internal and external stakeholders
- Support all employees and community volunteers as ambassadors of the district
- Enhance community support and involvement
- Enhance the reputation of the school district among stakeholders



# Liberty County School System Communication Plan

## Objectives

### 1. Provide ongoing support for administrators and staff in effective communication and public relations

- Offer assistance and training in establishing various forms of communication tools, policies and procedures
- Develop district communication protocols
- Assist with policy development and revisions related to public relations
- Subscribe to school communication publications (NSPRA and GSPRA)

### 2. Be visible in the community

- Attend community organization meetings e.g. chambers, foundations, service clubs, rotary, alumni, seniors
- Visit schools regularly
- Attend, promote and cover school and district events
- Present school system update at board meetings showcasing school activities and events
- Serve as a resource for parents and staff to assist with providing informational items
- Special projects/presentations and trainings, i.e. community forums
- Communicate with local businesses
- Communicate with state and local legislators

### 3. Provide regular information on district-wide issues

- Proactively reach out to the local media and share items of interest with the community and provide story idea lists to reporters
- Distribute information from meetings on need-to-know basis
- Distribute publications and news releases
- Prepare news articles for regular publications, i.e. school news and websites
- Issue information to staff and parents on issues of immediate concern

### 4. Establish District and School key communicators

- Establish and utilize key communicators to distribute and solicit information
- Develop networks of support

### 5. Create a system to encourage the flow of information to and from teachers/staff/parents/students/community and the District

- Maintain district and school websites that are easily accessible, easy to use and continuously up to date
- Conduct surveys at district and site levels for needs assessments
- Utilize social media forums to share information; i.e. Facebook, Twitter



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## 6. Publish informational items

- Develop collateral pieces
- Create topic specific website pages, i.e. Budget, Strategic plan information, community information
- Create newsletters – district and community
- Publish press releases, articles, and narratives
- Make student performance and district operations data accessible to parents, students and the community at large.

## Methods

Identify the communication tools that are most widely accepted and preferred by the community.

### 1. Printed Materials –

Newsletters, Brochures etc. will be printed for those who do not have access to online methods of communications

### 2. E-mail Communication -

Individuals can register on the district web site to receive notifications and links to the latest LCSS publications, press releases etc.

### 3. Publications Posted Online -

Paper and time will be saved by making the majority of previously printed materials available on the District and School Peachjar pages. Parents can choose to receive Peachjar messages via email or view them on the websites.

### 4. Board Meetings Streamed to Facebook -

Bi-monthly Board of Education meetings will be streamed via Facebook Live.



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## Measuring Outcomes

*Different measurements work best in different situations*

1. Tracking System - will be developed (i.e., scrapbook including photographs) to measure communication effectiveness
2. Benchmarking - will be used to ascertain what communication strategies are being implemented in other school districts
3. Key Communicators and School Media Ambassadors - will be utilized to collect qualitative information
4. Surveys - utilized to collect quantitative information from stakeholders
5. Trend Analyses - utilize anecdotal information to evaluate effectiveness of current communication tools



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## Communication Department Services

### 1. Publications

The communication department develops, posts and in some cases, distributes a variety of informational materials for students, parents, the community, staff, realtors, and others interested in learning more about the district

- Public Relations Booklets
- Service Specific Brochures
- LCSS Newsletter
- District Displays and Videos
- Media Releases and Press Packets

### 2. Media Relations

- The communication department serves as the district's media liaison, providing schools and departments with public relations assistance, training and resources for effective media relations.
- In addition, the communication department generates publicity, and creates and carries out marketing/promotional plans.
- All district information distributed to the media is based on accuracy and timeliness

### 3. Community Relations

The communication department will foster connections between the school system and community organizations and the cities of Hinesville, Midway, Walthourville, Riceboro, Allenhurst, and Flemington

### 4. School and District-Wide Technology Communication Tools

- Liberty County School System website [www.liberty.k12.ga.us](http://www.liberty.k12.ga.us)
- Swift K-12 call and email system
- District Peachjar page <https://app.peachjar.com/flyers/all/districts/7240/>
- LCSS Facebook page @libertycoschools
- LCSS Twitter Feed @libertycoschool



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## 5. Peachjar Digital Flyer Distribution

Email important flyers home to parents as well as keep copies of them on the district and school level Peachjar pages.

## 6. Special Project Assistance

Schools and departments can contact the communication department to request assistance with:

- School marketing strategies
- Communication planning and training
- Formatting newsletter and other promotional pieces
- Covering and garnering media attention for events
- Assisting in preparing presentations
- Disseminating information



# Liberty County School System Communication Plan

## LCSS Communications Department

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