

Hingham Public Schools

Communications Plan

2022-2023

Presentation



Presented at the
Hingham School Committee
Meeting

Sept. 12, 2022

Introduction

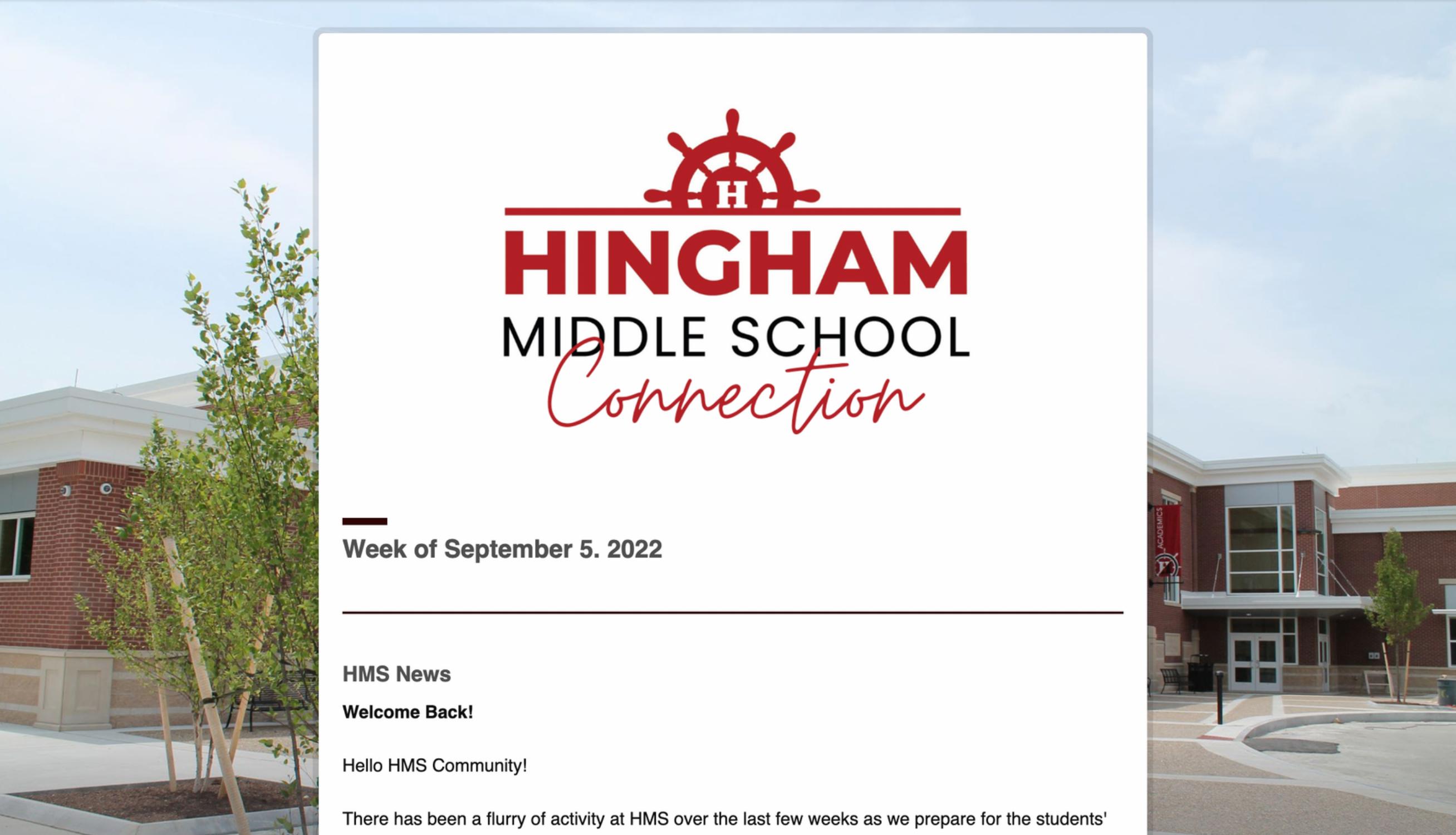
The Hingham Public Schools are committed to improving the communication among the district, schools and community stakeholders. The 2022-2025 Strategic Plan outlined a strategic objective articulating the improvement of communication including the creation of more efficient communication strategies and the development of a district-wide communication engagement plan.

Goal One: Develop Clear, Consistent Messages That Are Delivered In Line With the District's Strategic Plan.

Objectives:

- Focus on the district's strategic initiatives theme.
- Provide regular school and district newsletters.
- Create and define communication protocols within buildings.
- Increase communication from the building level.
- Enhance the website to increase communication with stakeholders.
- Collect feedback from stakeholders on their communications needs.

Goal One Example: Consistent newsletter updates from buildings



The image shows the exterior of Hingham Middle School, featuring a modern brick building with large glass windows and doors. To the left, there's a landscaped area with young trees and a paved walkway. On the right, a thumbnail of the school's newsletter, "Hingham Middle School Connection", is displayed. The newsletter cover features the school's logo (a red steering wheel with a white 'H') above the text "HINGHAM MIDDLE SCHOOL Connection". Below the title, it says "Week of September 5, 2022". The main body of the newsletter includes sections like "HMS News" and "Welcome Back!".

HINGHAM MIDDLE SCHOOL
Connection

Week of September 5, 2022

HMS News

Welcome Back!

Hello HMS Community!

There has been a flurry of activity at HMS over the last few weeks as we prepare for the students'

Goal One Example: Consistent newsletter updates from buildings

**PLYMOUTH RIVER
ELEMENTARY**

News From Principal Gregory Lamothe

Mr. Lamothe
Principal

We had a great first week!!

Ms. Smith
Assistant Principal

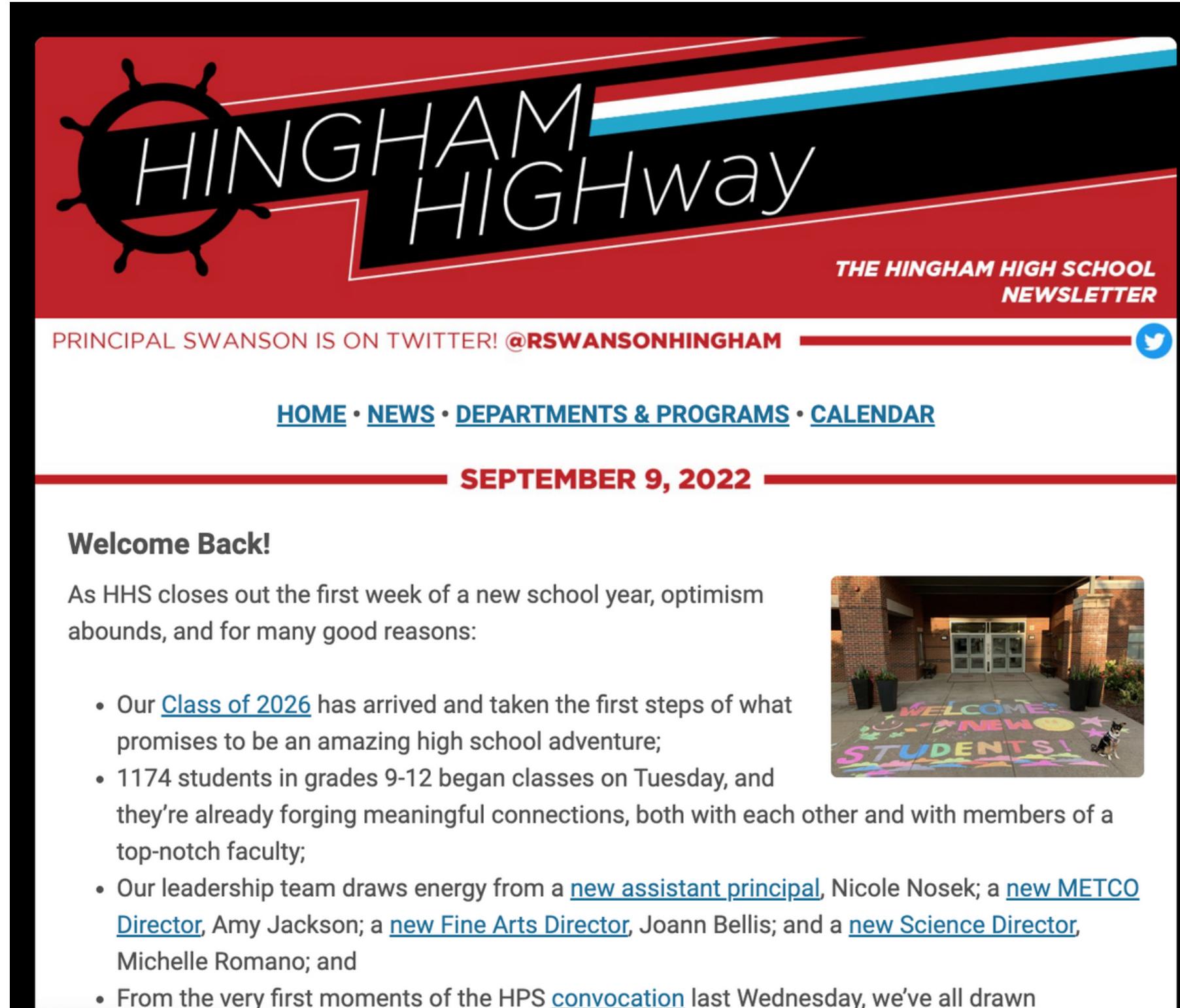
A Letter From Nurse Whiting

Dear PRS Community,

December

Make Half Your Plate Fruits & Vegetables

Goal One Example: Consistent newsletter updates from buildings



The screenshot shows the homepage of "THE HINGHAM HIGH SCHOOL NEWSLETTER". The header features a red background with a black ship's wheel icon on the left and the text "HINGHAM HIGHway" in white. A blue and white striped bar is positioned above the text. Below the header, a red banner displays the text "PRINCIPAL SWANSON IS ON TWITTER! @RSWANSONHINGHAM" in white, accompanied by a Twitter icon. A navigation menu at the bottom of the banner includes links for "HOME", "NEWS", "DEPARTMENTS & PROGRAMS", and "CALENDAR". A red horizontal bar below the menu displays the date "SEPTEMBER 9, 2022". The main content area begins with a "Welcome Back!" heading. It includes a paragraph about the start of the school year and a bulleted list of achievements. To the right of the text is a photograph of the school entrance with a "WELCOME BACK NEW STUDENTS!" chalk drawing on the ground.

Welcome Back!

As HHS closes out the first week of a new school year, optimism abounds, and for many good reasons:

- Our [Class of 2026](#) has arrived and taken the first steps of what promises to be an amazing high school adventure;
- 1174 students in grades 9-12 began classes on Tuesday, and they're already forging meaningful connections, both with each other and with members of a top-notch faculty;
- Our leadership team draws energy from a [new assistant principal](#), Nicole Nosek; a [new METCO Director](#), Amy Jackson; a [new Fine Arts Director](#), Joann Bellis; and a [new Science Director](#), Michelle Romano; and
- From the very first moments of the HPS [convocation](#) last Wednesday, we've all drawn

Goal One Example: Monitor popular searched for items on the website and add them to the menu.

STUDENTS & FAMILIES
HINGHAM PUBLIC SCHOOLS > STUDENTS & FAMILIES

The website features a grid of nine items:

- ASPEN (X2) LOGIN**: Includes the Aspen logo and a blue icon of a stylized leaf.
- Athletics**: Shows a photograph of two runners' legs in motion on a track.
- BULLY PREVENTION / INTERVENTION**: Includes the Hingham Public Schools logo.
- BUS ROUTES**: Shows the side of a yellow school bus with "HINGHAM PUBLIC SCHOOLS" printed on it.
- BREAKFAST AND LUNCH MENUS**: Shows a brown paper lunch bag labeled "Lunch", a red apple, and a brown carton labeled "CHOCO MILK".
- PAYMENTS**: Shows a girl sitting cross-legged on the floor, reading a book.
- SCHOOL HOURS**: Shows a red apple-shaped clock with the numbers 1 through 12.

Goal Two: Improve Internal Communication

Objectives:

- Expand chains of communication to district and school staff.
- Expand resources that are available to staff via website and Intranet.

Goal Two Example:

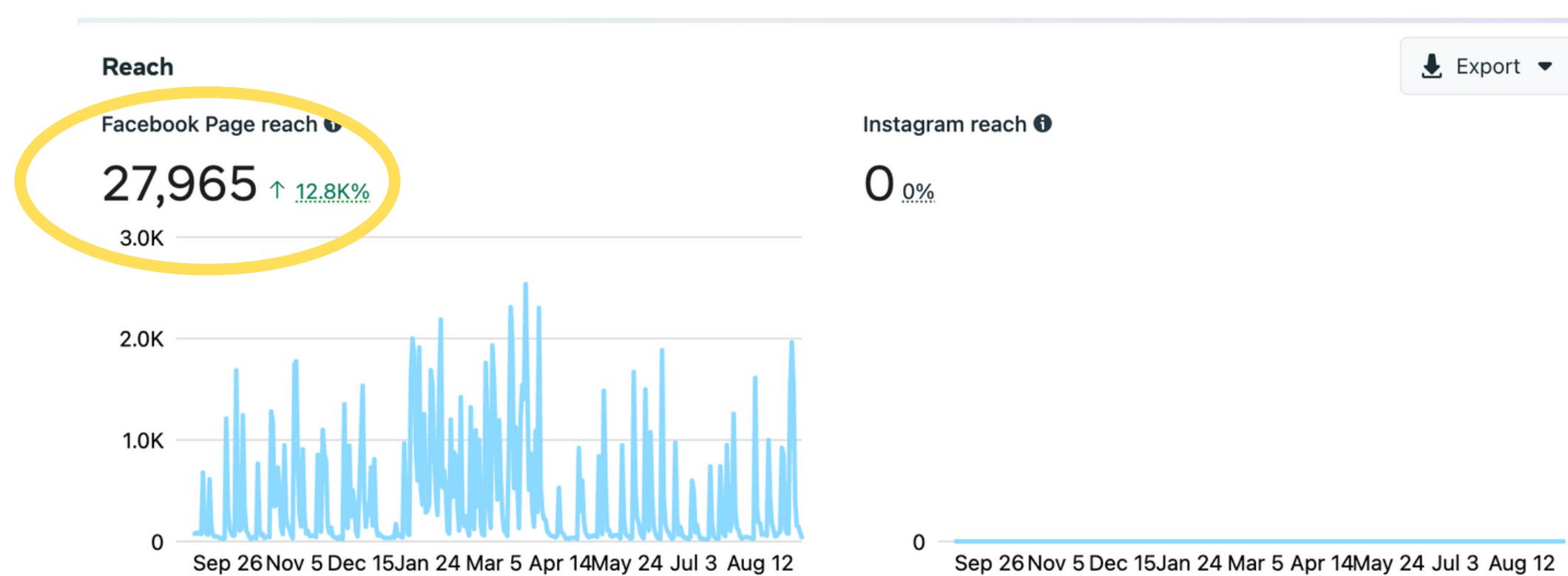
- Create a chain of communication document to identify workflows in different departments across the district.

Goal Three: Engage Community Stakeholder Groups Through a Variety of Methods

Objectives:

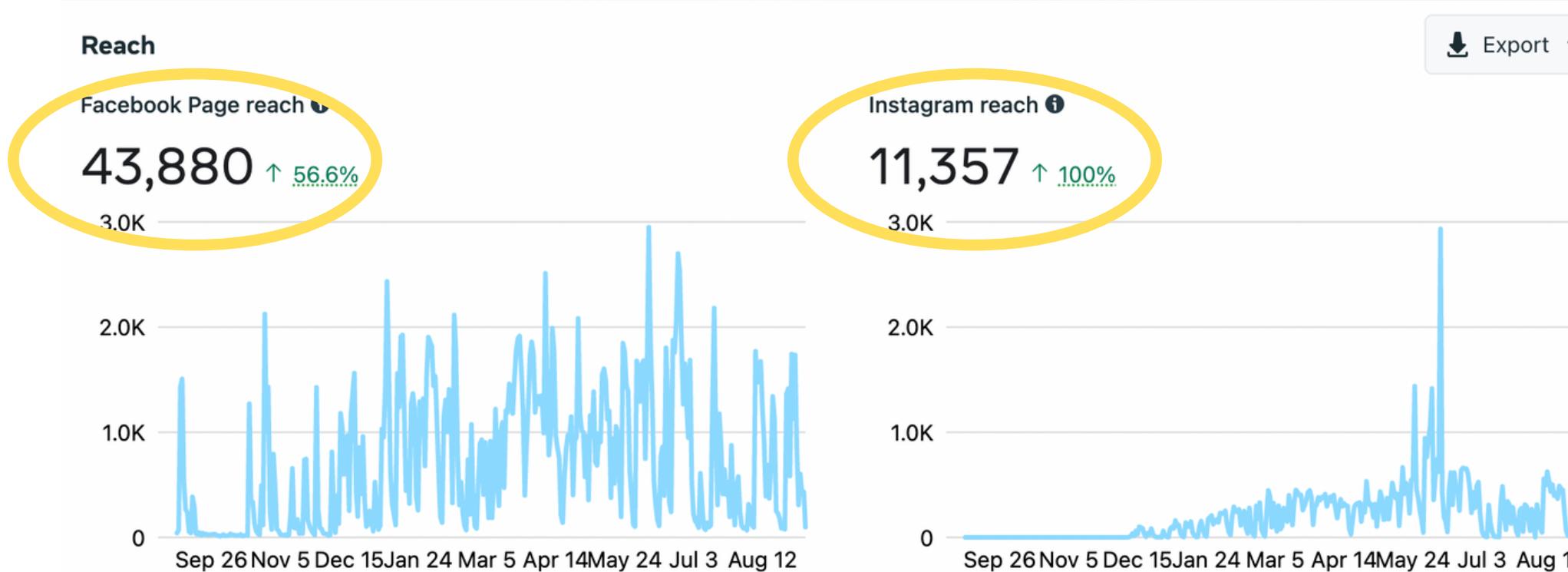
- Increase engagement of stakeholders outside of parents/guardians/staff.
- Create welcome packet for realtors, Chamber of Commerce
- Increase community relations efforts to support communication.
- Employ social media and other forms of engagement to support recruitment and hiring.

Goal Three Example: Increase social media reach by consistently posting to all channels



Facebook and Instagram users reached over 1 year

Sept. 2020-2021



Sept. 2021-2022

Goal Three Example: Through social media's share function, posts can reach those who do not follow HPS pages



Boost post

Our Pride Crosswalk is complete at East Elementary School! With the help of...
June 21, 2022 at 5:36 PM
ID: 1467272607033321

Interactions

605 reactions 88 comments 16 shares

Performance

Reach	Reactions, comments and sh...	Results
Total 7,590	Total 709	Total --
Worst Best	Worst Best	Link clicks --
This post reached more people than 100% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.	
Reach 7,590	Reactions 605	
	Comments 88	
	Shares 16	

Goal Four: Increase Public Awareness of Hingham Public Schools activities.

Objectives:

- Strengthen relationships and communication with external news and community sources.

Goal Four Example:

- Generate publicity for events, programs, and student/staff accomplishments.
- 15 Press Releases submitted in 2022 so far.
 - All 15 picked up by external news sources
 - Press releases shared through email, posted to the News section of the website and shared on Social Media platforms

Goal Four Example: Share press releases through multiple sources



Fine Arts Director Announcement

June 22, 2022

Hingham Public Schools Selects Ms. Joann Bellis as Fine Arts Director

The screenshot shows a digital newsletter interface. At the top right, there are three buttons: 'Edit newsletter', 'Preview', and a gear icon. Below them, a dark box displays 'Visitors' (0) and '6,106' with a magnifying glass icon, both highlighted by a yellow oval. A blue button labeled 'Show Analytics' is below. In the center, a white box says 'Share your newsletter' with a share icon. Two options are listed: 'Share with Email' (green button) and 'Share on Mass Notification System' (orange button).

6,106

Show Analytics

Share with Email

Share on Mass Notification System

Email

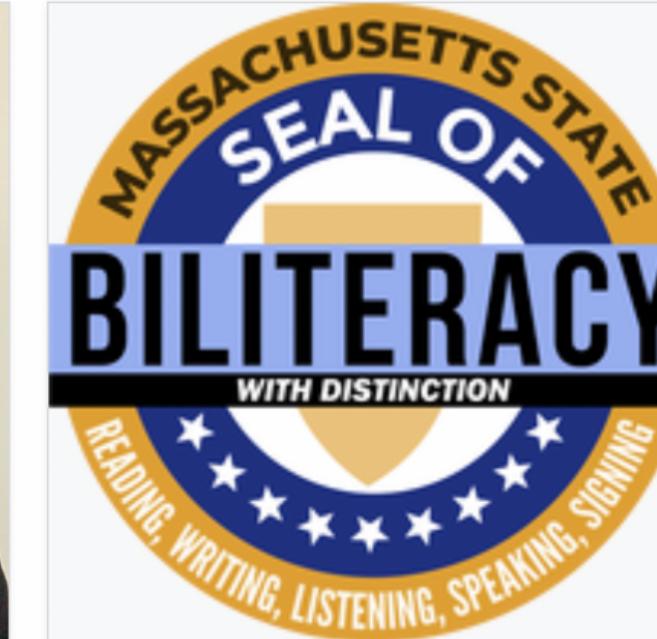
Goal Four Example: Share press releases through multiple sources



POSTED JUNE 23, 2022

Fine Arts Director Announcement

Hingham Public Schools Selects Ms. Joann Bellis as Fine Arts Director Wednesday, June 22, 2022 – Hingham Public Schools is pleased to announce that Joann Bellis has been selected to fill the position of Fine Arts Director. Ms. Bellis has been with the Hingham Public Schools for over eleven years, most recently holding the position ... [Continued](#)



POSTED JUNE 1, 2022

44 Hingham High Students Receive State Seal of Biliteracy

44 Hingham High Students Receive State Seal of Biliteracy

[READ MORE](#)



POSTED JUNE 1, 2022

Massachusetts History Teacher of the Year Honored

Massachusetts History Teacher of the Year Honored Congratulations to Ms. Christina O'Connor, 2021 Massachusetts History Teacher of the Year! Earlier this month, Senator Patrick O'Connor (no relation), came to Hingham High to recognize Ms. O'Connor and her accomplishment. Pictured are Senator Patrick O'Connor, Ms. Christina O'Connor, and Ms. O'Connor's 11th grade US History

Website
News
Section

Goal Four Example: Share press releases through multiple sources

 Hingham Public Schools · June 23 · 

We are pleased to announce that our very own Joann Bellis has been selected to fill the position of Fine Arts Director. Ms. Bellis has been with HPS for over 11 years, most recently holding the position of K-5 Music Curriculum Coordinator.



HINGHAMSCHOOLS.ORG

Fine Arts Director Announcement - Hingham Public Schools

Hingham Public Schools Selects Ms. Joann Bellis as Fine Arts Director Wednesday, June 22...

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135  25 Comments 3 Shares

Social
Media

Questions