



COMMUNICATIONS PLAN 2022-2023

#HinghamTogether

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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. This communication plan will identify target stakeholders, relevant communication platforms, and an implementation plan which will include goals, objectives, and action steps, a timeline, and an evaluation process.

The Superintendent, in addition to other school and district leaders, will provide an update on the communication plan in the summer of 2023 to outline specific accomplishments pertaining to previously outlined goals and objectives. The update will also include analysis of the impact of the plan. Based on benchmarks met during the 2022-2023 school year, we will also outline next steps for the following year's communication plan.

Target Audiences

While school communication may specifically target our students, staff, and families, for the purpose of this broader communication plan, we define the audience as including a wide range of community stakeholders. These stakeholder groups are subsets of people that our communication strategies hope to reach.

- Students
- Parents/Guardians
- Teachers/Staff
- School Councils
- PTOs
- Nonprofits/ Community-Based Organizations
- Hingham Educators Association
- Taxpayers
- Businesses
- Alumni
- Media
- Residents of Hingham without children in the district
- New residents to the district
- Prospective residents of Hingham
- Local legislators
- Other town agencies-fire, police, library, DPW, elder services

Communication Platforms

The Hingham Public Schools intend to engage various target audiences through a host of communication platforms. Communication strategies will include a variety of social media, electronic, and print materials. Due to the range in stakeholders preference,, we strive for diversity in our communication platforms and strategies for reaching the widest possible audience.

The following are possible electronic forms of communication:

- District website
- School website
- District newsletter (monthly)
- School newsletter (Friday update)

The following are possible social media platforms for communication:

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube

Print

- Brochures
- Welcome Packet
- Flyers

External

- Local news sources
- Radio
- TV
- Podcasts

Engagement

- Face to face relationships with local businesses and nonprofits/community based organizations

Implementation Plan

Strategic Direction: Create effective two-way communication between the district/schools and community stakeholders	
Goal One: Develop clear, consistent messages that are delivered in line with the district's strategic plan.	
Objective	Action Steps
Create and focus on the district's strategic initiatives theme.	<ol style="list-style-type: none"> 1. Share new vision/mission statements as well as strategic planning initiatives. 2. Create Hashtag in line with strategic planning process, i.e. #HinghamTogether. 3. Share hashtag widely via some of the following possible formats: <ol style="list-style-type: none"> a. School message boards b. Promotional Materials c. School Doors d. Social Media Posts 4. Create new branding materials ie. brochures.
Provide regular school and district newsletters.	<ol style="list-style-type: none"> 1. Employ Smore platform for school and district newsletters. 2. Send weekly updates to families. 3. Create messaging that is congruent with established themes. 4. Promote via district and school website as well as social media.
Create and define communication protocols within buildings.	<ol style="list-style-type: none"> 1. Discuss communication strategies with the Leadership Team at quarterly meetings.
Increase communication from the building level.	<ol style="list-style-type: none"> 1. Employ weekly newsletters from school leaders - using Smore. 2. Have scheduled delivery times for newsletters. 3. Train principals and administrators on how to use the Smore platform. 4. Create a How to Guide for users of Smore. 5. Create a template and style guide.

	<ol style="list-style-type: none"> 6. Establish at least one social media platform per school.
<p>Enhance the website to increase communication with stakeholders.</p>	<ol style="list-style-type: none"> 1. Utilize search bar analytics to make searched for items more accessible on the website. 2. Update news section frequently. 3. Make publications and newsletters available online in PDF format. Make them accessible in the superintendent section of the website. 4. Implement consistent training of administrative assistants on how to update the website. 5. Assist in building website overhauls where necessary by the Media & Communications Specialist.
<p>Collect feedback from stakeholders on their communications needs.</p>	<ol style="list-style-type: none"> 1. Distribute survey to assess impact of communication. 2. Analyze and evaluate survey results. 3. Create an action plan to target needs.
<p>Provide a framework for communications in the district and schools for all stakeholders.</p>	<ol style="list-style-type: none"> 1. Create a chain of communication document with the Leadership Team throughout the Summer of 2022.
	<ol style="list-style-type: none"> 1. Share chain of communication document on website in the Fall of 2022.

Goal Two: Improve internal communication.

Objective	Action Steps
Expand chains of communication to district and school staff.	<ol style="list-style-type: none">1. Introduce frequent, predictable communication to staff with important information such as human resources, community news, and professional development.2. Highlight the efforts of all staff in teaching and learning.3. Create a district weekly communication to the Leadership Team.
Expand resources that are available to staff via website and Intranet.	<ol style="list-style-type: none">1. Collect curriculum and instructional resources in a central website location.2. Create internal shared drives for important forms and documents.

Goal Three: Engage community stakeholder groups through a variety of methods.	
Objective	Action Steps
Increase engagement of stakeholders outside of parents/guardians/staff.	<ol style="list-style-type: none"> 1. Create a school community quarterly newsletter. <ol style="list-style-type: none"> a. Share via social media and print. 2. Develop contact list and subscribe button for distribution.
Create welcome packet for realtors, Chamber of Commerce	<ol style="list-style-type: none"> 1. Research locations for distribution of welcome packets for new families and community members. 2. Design welcome packets for new families and community members. 3. Distribute periodically for new families and community members.
Increase community relations efforts to support communication.	<ol style="list-style-type: none"> 1. Create a list of community organizations and contact information. 2. Create opportunities to work jointly with those organizations to promote efforts. 3. Attend community events and share efforts from strategic plan, Foster building project, and all other projects within the schools.
Employ social media and other forms of engagement to support recruitment and hiring.	<ol style="list-style-type: none"> 1. Create sample templates to be used in the social media posts for advertisements of open positions. 2. Identify social media and other platforms for posting of open positions. 3. Create promotional hiring materials that can be used at job fairs and other settings.

Goal Four: Improve community awareness of the Hingham Public Schools.	
Objective	Action Steps
Strengthen relationships and communication with external news and community sources.	<ol style="list-style-type: none"> 1. Generate publicity for events, programs, and student/staff accomplishments. 2. Create and maintain positive relationships with local news contacts and community sources. 3. Share newsworthy events on multiple channels including email, web, and social media.

Measurements/Evaluation

The Hingham Public Schools Media and Communication Specialist will coordinate the collection and analysis of following to measure the effectiveness and impact of increased communication efforts.

- Compare the communication survey administered in October of 2022 and then again October of 2023.
- Analyze website analytics, inclusive of website usage and search bar analytics at least quarterly.
- Analyze open rates over time of newsletters at least quarterly.
- Analyze social media analytics including social media engagement on posts at least quarterly.
- Create feedback forms to provide for ongoing two way communication.

Feedback collected via these measures will allow the district and schools to continually improve and adjust to the needs of our target audiences.