



Communications Plan 2021-2022

Silsbee Independent School District
Empowering Minds. Achieving Dreams.

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Mission

The District's mission is to empower students for the challenges of the real world.

District students shall:

- Use problem-solving skills.
- Communicate effectively as speakers and listeners.
- Be independent thinkers.
- Have an enlarged vision of the world outside the school, city, and state.
- Activate technology for solutions.
- Have altruistic values, balance, and commitment to improve their world.
- Employ cooperative skills as workers/learners.
- Experience healthy living by believing in themselves and their ability to take care of their bodies, minds, emotions, and environment.

Vision

The students of Silsbee ISD are equipped with the values to envision a better world, the skills to create it, and the confidence to take the lead.

District Goals

1. Silsbee ISD will develop a comprehensive system of benchmarks that will drive continuous improvement in student achievement and operational efficiency.
2. Silsbee ISD will enhance offerings and facilities so that all students have access to courses that progressively prepare them for success in their chosen post-secondary pursuits.
3. Using board, student, and community-leader resources, Silsbee ISD will develop, communicate, and execute a Board-Superintendent initiated plan to promote parent and community support of educational efforts of the district.

Introduction

The Silsbee Independent School District is committed to honest, transparent, and consistent communication with our stakeholders. We understand that maintaining open, two-way communication with stakeholders is essential for building relationships. We have diverse outreach needs and know that strong relationships are the foundation for a successful school system.

The purpose of the SISD Communications Plan is to present a clear and concise framework for communicating with both internal and external audiences in our school community. Providing frequent, clear, and results-driven communications is key to building trust and loyalty to the district. This Communications Plan is aligned with district goals, designed to be both proactive and interactive, and will be reviewed annually for effectiveness.

The success of the SISD Communications Plan depends heavily on the support and involvement of all staff members. Communication is a part of every job in our school district. Planning for and requiring shared responsibility will ensure that the entire organization is dedicated to delivering a timely, unified message to the appropriate audiences.

Target Audiences & Channels

Target Audiences

Internal Audiences

- Certified Staff
- Administrators
- Board of Trustees
- Support Staff Employees
- Professional Support Staff

External Audiences

- Students
- Parents
- Parent-Teacher Organizations
- Prospective Employees
- Prospective Residents
- Neighborhood Groups
- Community Partners
- Business Leaders
- Civic Groups
- Elected Officials
- Faith-based Groups
- Media

Communication Channels

Electronic

- District & Campus Website
- News Room Blog
- Blackboard Mass Notifications
- Email
- Social Media
 - Instagram
 - Facebook
 - Twitter
 - LinkedIn

Media

- Silsbee Bee
- Beaumont Enterprise
- KBMT
- KFDM
- KBTW
- iHeart Radio
- Cumulus Radio
 - Press Releases

Recommended Communication Frequency

- Daily – Instagram, Facebook, Twitter
- Weekly – LinkedIn, Website, Website News Blog, Silsbee Bee, Television, Superintendent Blog
- Monthly – Board Briefs newsletter
- Quarterly – Community engagement events

Communication Goals

1. Establish an effective communication plan to improve engagement and communication with both internal and external audiences.
2. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Silsbee Independent School District.
3. Promote community involvement and build partnerships that serve to enhance the educational experience of Silsbee ISD students.
4. Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.
5. Establish a clear brand identity for the district to build our image and reputation.

Strategies to Meet Communication Goals

Communication Goal

- Establish an effective communication plan to improve engagement and communication with both internal and external audiences.

Strategies

- Conduct annual communication survey to evaluate strategic communication efforts.
- Organize a strategic media contact group with representatives from each campus.
- Create a protocol for media representatives to utilize when reporting upcoming events and possible stories for the media.

Communication Goal

- Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Silsbee Independent School District.

Strategies

- Establish key communicator network and facilitate connections among community stakeholder groups.
- Maintain a high level of visibility through participation of key staff in various professional and community activities.
- Build and maintain partnerships with business and community leaders.

Communication Goal

- Promote community involvement and build partnerships that serve to enhance the educational experience of Silsbee ISD students.

Strategies

- Organize quarterly community engagement events to be hosted by Silsbee ISD.
- Develop and implement a community nominated staff recognition program.
- Organize annual business partner appreciation opportunities.

- Engage local business leaders to advocate on behalf of the district.

Communication Goal

- Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.

Strategies

- Maintain district website and support maintenance of campus websites.
- Develop standards and practices for campus websites and classroom websites in conjunction with the Instructions Technology Coordinator.
- Produce digital, print and video media to increase awareness and support of district initiatives and special events.
- Utilize social media channels to provide timely and relevant information.
- Maintain proactive media relations practices to enhance the district's image.

Communication Goal

- Establish a clear brand identity for the district to build our image and reputation.

Strategies

- Provide ongoing training and technical assistance to staff members in public relations, social media, and other communication skills.
- Create key messages and talking points about SISD to establish unity throughout all communication channels.
- Supply district administrators with fact sheets and other easy-to-use communications tools as needed when issues arise.

Communications Staff

Communications Director –