

MASS
Community and Public Relations
Digital Library Resources

Top 5 Rules of Effective Community and Public Relations for Superintendents:

1. Hire a public relations and/or a social media specialist
2. Determine communication protocol (who speaks on behalf of the district and when) e.g. develop a communication plan
3. Work to ensure effective 2 way communication with advisory groups, rotary, church groups, feedback session(s). Stakeholders want their voices heard, and they want their input valued
4. District and School Image is everything...work to ensure social media, district website(s) reflect a positive perception of your district and schools
5. Get to know your fellow superintendents and neighboring districts. 9 times out of 10 they have already dealt with the issue you're facing

Public Education Campaign

[Future Ready Schools](#) -

Create Relationships and Open Communication Strategies with the Community to Ensure Political Viability Into the Future

[EngageNY](#) - Goals of the Communication Plan

[Positive Action Network](#) - 6 Powerful Strategies that Promote Community and School Relations

[AASA I Love Public Education](#) - I Love Public Education Campaign

External Communication Resources:

<https://www.nspr.org/> - National School Public Relations Association

<https://www.nspr.org/node/49> - NSPRA (Communication Planning Process)

1. Hire a public relations officer/social media specialist who reports directly to the superintendent
 - a. Includes sample job descriptions

- b. https://www.nspra.org/getting_started - What Does/Can a School Public Relations Professional Do For a District?
- 2. Develop a communication plan
 - a. External (with stakeholders)
 - b. Targeted audiences

https://www.educationworld.com/a_admin/admin/admin123.shtml - Education World Public Relations 101: Tips for School Administrators

Internal Communication Resources:

<https://www.msbaonline.org/LinkClick.aspx?fileticket=iNBdqqGTO-g%3d&tabid=268> - Communication Protocols for the Superintendent, Board Members, and Stakeholders (2021 Mississippi School Board Association Superintendent Mr. Cory Uselton, DeSoto County Public School District

<https://www.msbaonline.org/LinkClick.aspx?fileticket=tmlzZpkGos8%3d&tabid=268> - Developing Communication Relationships With ALL Stakeholders: From a Superintendent's Perspective Superintendent Dr. Torrian Holloway (MSBA 2021)

<https://www.teaneckschools.org/Downloads/TPS%20Internal%20-%20External%20Communications%20Plan%20-%20FINAL3.pdf> - Internal and External Communications Plan 2020-2024 Teaneck Public School District

Free Communication Resources:

<https://www.nspra.org/product-type/electronic-download> - E- Communication Toolkit for Superintendents

Sample Communication Plan(s):

<https://www.oxnardsd.org/cms/lib/CA01802636/Centricity/Domain/3991/OSD%20Communications%20Plan.pdf> - Oxnard School District 2018-2019

<https://communication.aurorak12.org/marketing/school-strategies/school-communication-plans/>
- Aurora Public School District

<https://www.palmdalesd.org/cms/lib/CA02000054/Centricity/Domain/6/PSD%20Communications%20Plan%202020-2025%20FINAL%20030321.pdf> - Palmdale School District 2020-2025

<https://www.nspra.org/sites/default/files/award-submissions/gm-21-pattonville-sd.pdf> - Pattonville School District 2021

<file:///Users/amcarter/Downloads/JPS%20Communication%20Plan.pdf> - Jackson Public Schools Public Engagement and Communication Guide

Oldies But Goodies:

https://www.nspra.org/files/docs/Strong_Communication_Students_School_Success.pdf - How Strong Communication Contributes to Student and School Success: Parent and Family Involvement 2006

[Challenge Map](#) (webpage). Statistics, Samples, and Resources Pertaining to Community and Public Relations for Schools.

[Good Public Relations for School Districts: It's Fundamental](#) (pdf) New Jersey School Boards Association Describing Tips and Strategies for Public Relations in Schools

[Education World Archive](#) (webpage). Link to Articles from Education World Addressing Schools and Public Relations

[School Communication Planning Guide](#) (pdf). A How-to-Guide for Making the Most of Today's Communication Channels

[Hanover Research](#) (pdf) A Report Detailing Communication Strategies for Districts and Schools

