

CONEJO VALLEY UNIFIED SCHOOL DISTRICT

Comprehensive Communications Plan *2022-2025 School Years*



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EXECUTIVE SUMMARY

The Conejo Valley Unified School District's Communications Department, under the leadership of the Board of Education, and the Superintendent, is focused on providing information in a timely, effective, and efficient manner. The Communications Department is committed to engaging in a productive two-way communication with parents, teachers, students, and the broader community.

Additionally, in today's competitive market of K-12 education, it is no longer sufficient for school district's to rely solely on reputation to meet enrollment goals. In order to increase brand awareness and best market itself, it is necessary for the Conejo Valley Unified School District to invest in on-going marketing, and advertisement efforts that utilizes a multitude of digital, and traditional touchpoints to reach targeted demographics. The District's Communications Department will spearhead traditional and digital marketing/advertising campaigns to help ensure CVUSD stays top of mind within the Conejo community, while simultaneously reaching new, prospective families who reside both inside, and outside of the District's boundaries.

This Communications Plan is a framework for engaging, and informing District stakeholders. By design, this plan is dynamic and will serve as a living document that will be reviewed annually by the District's Coordinator of Communications and Superintendent.

THIS COMMUNICATIONS PLAN INCLUDES FOUR KEY STRATEGIES:

- 1. Raise awareness for the Conejo Valley Unified School District and its core goals as outlined in the annually updated Local Control Accountability Plan (LCAP)**
- 2. Facilitate and expand internal and external communications**
- 3. Plan and develop engaging, and dynamic marketing campaigns**
- 4. Provide support for and facilitate effective communications during an emergency**

While the day-to-day activities of the Communications Department are dynamic, and responsive by nature, we will remain focused on our four key strategies, as we continue to shine a light on CVUSD's offering of "Exceptional Educational Experiences for All Students," via proactive, and positive communication efforts.



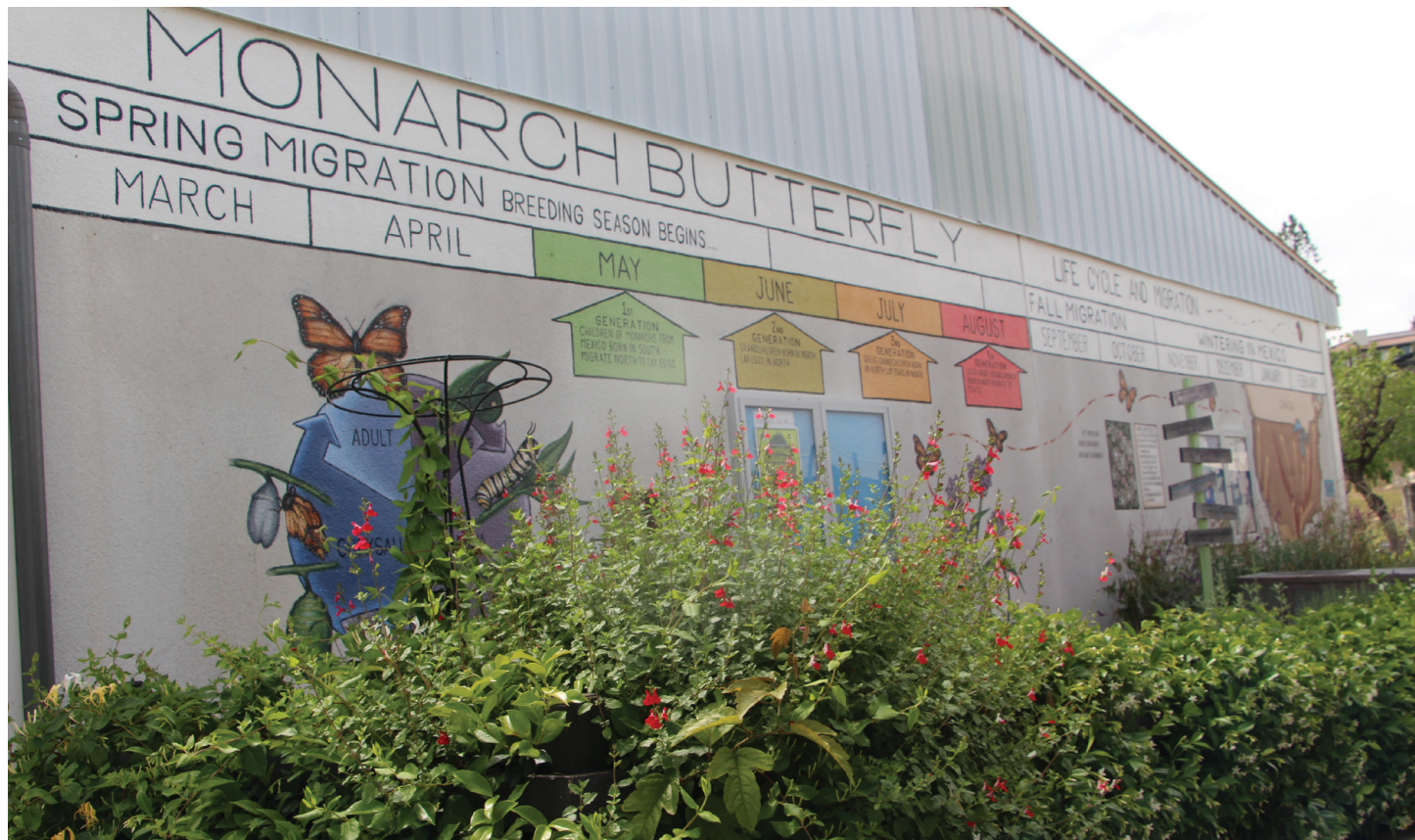
PURPOSE

The Comprehensive Communications Plan is a written communications plan which establishes priorities for proactive community outreach to build support for and raise awareness of the Conejo Valley Unified School District's offering of "Exceptional Educational Experiences for All Students."

This plan identifies specific communications key strategies that are aligned with the district's vision and goals for student learning. For each key strategy, the plan shall identify key actions, messages, individuals or groups that can help the district achieve its goal, strategies tailored for communicating with each target audience, timelines, and persons responsible for each activity (when applicable).

As appropriate for each key strategy, target audiences may include parents/guardians, the media, local governmental agencies, businesses, community organizations and civic groups, postsecondary institutions, health care professionals, child care providers, senior citizens, community leaders, state or federal legislators or agencies, and/or other segments of the public.

The goals and key actions identified in this plan may be revised on an annual basis to best meet the ever-changing communication needs and priorities of the Conejo Valley Unified School District.



COMMUNICATION PRINCIPLES

A key goal of the Conejo Valley Unified School District's Communications Department is to inform, engage, and shine a light on all of the exceptional educational offerings available in the Conejo Valley Unified School District. The Communications Department is comprised of the District's Coordinator of Communications, Community Engagement & Marketing, Kimberly Gold and the District's Web Content Specialist, Elan Menkin.

The District's Communications team is committed to continually improving communication for CVUSD – both internally and externally. We use a variety of traditional and digital methods to facilitate communications with broad, and diverse audiences. We believe quality education and effective communication go hand-in-hand. Effective District and school communications facilitate increased family and community involvement in students' education. With ongoing efforts to strengthen ties with the community, and keep our stakeholders connected, we believe it will only support the District's larger goal of academic success for the students we serve.

In order to achieve successful communication efforts the following principles are key:

COLLABORATION with members of our school sites, District Office, community partners, and broader community.

RELIABILITY & TRANSPARENCY in gathering and sharing information.

ACCURACY, QUALITY & TIMELINESS when presenting information in an easy to understand format across a multitude of communication avenues.

FLEXIBILITY in adapting to ever-evolving communication needs.



DEVELOPMENT

In formulating the Communications Plan, the following were taken into consideration:

Timeframe

Short-Term Communications: We utilize a range of communication avenues including news stories, press releases, social media, text messaging, e-mail, app and more to effectively, and efficiently share time-sensitive information.

Long-Term Communications: This includes proactive program, or initiative based communications that reflects the District providing “Exceptional Educational Experiences for All Students.” Additionally, this includes mission-based communications that is reflective of districtwide objectives and goals as set forth by the Board of Education and Superintendent.

Audience

Internal Audiences: Timely, and consistent communication of news, announcements, and important information with our internal stakeholders helps to ensure a sense of togetherness and pride amongst CVUSD staff, which is reflective of #CVUSDForward.

External Audiences: We believe in a partnership between the community, parents, students, and faculty. In order to actively engage with these audiences, we disseminate news of the District and our schools. We market our schools, and programs unique academic offerings. We utilize both traditional, and new, and emerging marketing opportunities. We continually look for new, and unique ways to raise brand awareness and visibility for CVUSD in the community we serve and beyond.



OBJECTIVES

It is the responsibility of the District's Communication Department to deliver timely, accurate information via a variety of touchpoints to meet the diverse communication needs of the community we serve. Communications excellence supports a more connected community – one that is informed, empowered, and engaged with the District.

Additionally, the District's Communications Department will spearhead digital and traditional marketing and advertising campaigns to help ensure CVUSD stays top of mind within the Conejo community, while simultaneously reaching new, prospective families who reside both inside, and outside of the District's boundaries.

The District's ongoing communication and marketing efforts will best enable it to:

- Utilize the skills and expertise of the communications staff to promote and support the District in achieving its strategic goals.
- Build and maintain strong relationships with the media, CVUSD staff members, parents, community partners, and the overall broader Conejo community.
- Provide guidance and direction to staff for messages/initiatives in support of District goals.
- Strengthen internal communications to inform staff of newsworthy updates, and to improve employee engagement, and pride.
- Achieve coordinated communications, both internally and externally, regarding safety issues and crisis situations.
- Create key messages to establish “one voice” throughout all communications channels.
- Engage members of the community, seek feedback, and respond to concerns.
- Connect stakeholders to the District's mission, goals, and initiatives.
- Increase awareness of the District's specialty programs, and unique education opportunities available to students (Exceptional Educational Experiences for All Students).
- Educate and motivate households to choose CVUSD over private and charter school options via marketing and lead generating tactics.
- Overall brand building for the District via traditional, and digital marketing and advertising methods.

KEY STRATEGIES

Our four key strategies for the 2022-2025 school years are:

1.

Raise awareness for the Conejo Valley Unified School District and its core goals as outlined in the annually updated Local Control Accountability Plan (LCAP)

2.

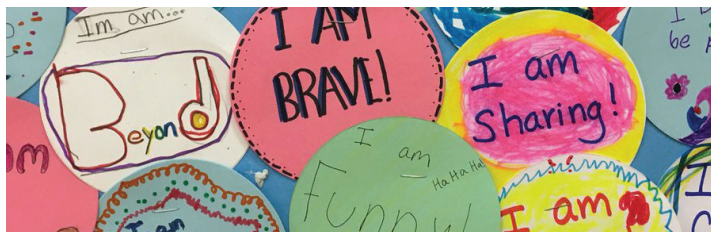
Facilitate and expand internal and external communications

3.

Plan and develop engaging, and dynamic marketing campaigns

4.

Provide support for and facilitate effective communications during an emergency



KEY STRATEGY #1:

Raise awareness for the Conejo Valley Unified School District and its core goals as outlined in the annually updated Local Control Accountability Plan (LCAP)

The CVUSD's Four LCAP Goals are:

LCAP Goal 1: Implement targeted actions and services that support positive student outcomes. *(Student focused)*

LCAP Goal 2: Ensure highly qualified and effective staff are provided with targeted professional development, and have an understanding that all job responsibilities are structured to support positive student outcomes. *(Internal focused)*

LCAP Goal 3: Provide communication and targeted outreach that informs the community of programs and opportunities that support positive student outcomes. *(Community focused)*

LCAP Goal 4: Enhance the social, emotional and physical well-being for all students through targeted actions that support positive student outcomes. *(Student and school focused)*



Key Strategy #1 Actions:

- Develop infographics, and creative assets, as needed, for the annual LCAP with the goal of creating a more user-friendly, and visually pleasing final document. *Completed Annually Each Spring*
- Create an “At a Glance: Our LCAP” document that utilized infographics, pictures, and charts to succinctly summarize the LCAP’s key goals, actions, and budgeted expenditures. *Completed Annually Each Spring*
- Post regularly scheduled social media content (Facebook, Instagram and Twitter) to highlight not just what our LCAP goals are, but what actions related to these goals look like in our classrooms on a daily basis. Sample key messages may include:
 - “We believe ALL students deserve an exceptional educational experience filled with opportunity and choices.” This message is to be used as a baseline to highlight the unique learning opportunities, and enrichment activities our students take part in every day. At CVUSD innovation runs rampant and we are proud to highlight these many exceptional offerings.

KEY STRATEGY #1:

Raise awareness for the Conejo Valley Unified School District and its core goals as outlined in the annually updated Local Control Accountability Plan (LCAP)

Sample key messages may include (continued):

- “At CVUSD we have a right fit for every family and we believe each child has unique gifts to discover.” This message is to be used as a baseline to highlight students’ academic, and extra-curricular achievements throughout the school year, and beyond. In CVUSD there is no shortage of accolades when it comes to our students’ outstanding accomplishments.
- “Our schools provide positive, caring and inviting learning environments.” This message is to be used as a baseline to highlight the caring, inviting learning spaces that our extraordinary teachers and school administrators facilitate. Additionally, Measure I funds are being implemented to give our students access to state-of-the-art technology, and renovated/modernized campus upgrades and brand new facilities.
- “We believe in a partnership between the community, parents, students and faculty.” This message is to be used as a baseline to highlight the many unique programs, often supported with community partnerships, and collaboration to support our students social, and emotional well-being. Such partnerships include the Parent and Community Workshops co-sponsored with the Conejo Schools Foundation, which support positive conversations on a variety of topics that are instrumental to the well-being of the students we serve. Along with Teacher of the Month recognitions hosted in partnership with the Greater Conejo Valley Chamber of Commerce and more.

Completed on an Ongoing Basis

- Information regarding the aforementioned goals will be highlighted in the “News” section of the District’s website. The District’s “News” section features content produced by the District’s Communications Department, and items submitted by school sites. This native content highlights important events, information, and updates regarding the Conejo Valley Unified School District. *Completed on an Ongoing Basis*

Target Audience:

Internal & External Audiences

KEY STRATEGY #2: Facilitate and expand internal and external communications

The Communication Department is committed to enhancing the District's communication efforts with both internal and external audiences. When it comes to effective external communication, we believe quality education and effective communication go hand-in-hand. Effective District and school communications facilitate increased family and community involvement in students' education.

Key Strategy #2 Actions:

- Enhance communication with both internal and external audiences via a variety of resources. *Completed on an Ongoing Basis*
- Weekly Communication Snapshot Message deploys to all CVUSD shareholders via text, email and CVUSD app every Monday at 5pm. *Completed on an Ongoing Basis*
- Externally, continue to grow, and strengthen the messaging on the District's social media platforms (Facebook/Instagram/Twitter). *Completed on an Ongoing Basis*
- Develop a new Social Media Manager stipend role for each CVUSD Elementary site. This staff member is a brand manager for their school that is responsible for posting weekly content to their school's Facebook, Instagram and Twitter accounts. Meetings are held monthly with the District's Communication Coordinator to discuss and create thematic content for the month ahead, along with social media best practices. *Launched Fall 2022*
- Update and migrate all CVUSD schools and the District website to a new website content management system that is user-friendly and visually engaging. *Completed Fall 2022*
- Continue to write compelling/informative news content for the District's webpage. *Completed on an Ongoing Basis*
- Continue to write engaging press releases, and media alerts to secure coverage of important District highlights, and events. *Completed on an Ongoing Basis*
- Distribute districtwide online survey to parents/guardians (broader community may also complete the survey) to gauge effectiveness of current communication efforts at school sites and the District. *Anticipated Launch: March 2023*
- Analyze results from CVUSD Communications Survey to determine possible, new avenues for communication based on feedback and preferences. *Completed on an Ongoing Basis*
- Continue to fine-tune districtwide, best practices for utilizing the "All Call" communications system. *Completed on an Ongoing Basis*
- Mobile app, Website design, and content support management to all CVUSD school sites to help ensure positive web-user experiences across the District's many digital touchpoints. *Completed on an Ongoing Basis*

KEY STRATEGY #2: Facilitate and expand internal and external communications

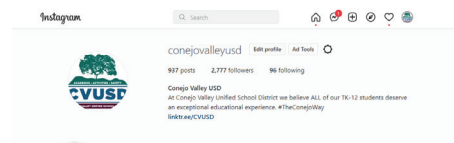
Key Strategy #2 Actions (continued):

- Respond to media and public inquiries that are received by the Communications Department via e-mail, phone, and on social media messaging systems. *Completed on an Ongoing Basis*
- Coordinate responses to the California Public Records Act requests that the District receives. This includes the writing of formal responses, within required time frames, the compilation of responsive records, and the redacting of confidential and exempt information, as permitted under the CPRA. *Completed on an Ongoing Basis*
- Regularly visit school sites, programs, and special events to take videos, and photographs to best highlight what makes CVUSD a premier place for educational experiences. *Completed on an Ongoing Basis*
- Actively communicate with our community partners to determine where partnerships may occur including co-branding, and co-marketing efforts may that take place to further strengthen CVUSD’s brand and services in the community it serves. *Completed on an Ongoing Basis*
- Annual High School Internship Program to partner with current high school students to produce engaging communications and marketing content, collaboratively. *Completed on an Ongoing Basis*

Current communication touchpoint examples include:



Instagram
@ConejoValleyUsd



**Mobile
Phone App**



Target Audience:
Internal & External Audiences

KEY STRATEGY #3: **Plan and develop engaging, and dynamic marketing campaigns**

In today's competitive market of K-12 education, it is no longer sufficient for school district's to rely solely on reputation to meet enrollment goals. In order to increase brand awareness and best market itself, it is necessary for the Conejo Valley Unified School District to invest in on-going marketing, and advertisement efforts that utilizes a multitude of digital, and traditional touchpoints to reach targeted demographics. The District's Communications Department will spearhead traditional and digital marketing/advertising campaigns to help ensure CVUSD stays top of mind within the Conejo community, while simultaneously reaching new, prospective families who reside both inside, and outside of the District's boundaries.

Key Strategy #3 Actions:

- Continue to train staff on best practices in communications and marketing as needs arise (in supplement to the internal CVUSD Communications Toolkit & Crisis Communications Toolkit). *Completed on an Ongoing Basis*
- Provide District-wide marketing support of "CVUSD Forward" and all that messaging entails. *Completed on an Ongoing Basis*
- Provide branding assistance, and guidance to school sites and programs in the form of messaging, brand asset developments (such as logos), advertisements, brochures, updated website designs, video creation, website copy and more. *Completed on an Ongoing Basis*
- Raise awareness for the District's unique offerings and available enrollment opportunities via traditional marketing means such as annual advertisements in local newspapers, magazines, and other print publications. *Completed on an Ongoing Basis*
- Continue to update, improve the design, and functionality of www.conejousd.org and www.EnrollCVUSD.com, the District's one-stop shop for enrollment needs, and information about our schools, and specialty programs. *Completed on an Ongoing Basis*
- Utilize social media targeted reach and post boosts search to get in front of prospective families, build brand presence and direct them to our EnrollCVUSD.com website, and other school specific web landing pages. *Completed on an Ongoing Basis*
- Educate and motivate households to choose CVUSD amongst private and charter schools through branding and lead generating tactics, including the utilization of social media advertising campaigns. *Completed on an Ongoing Basis*
- Utilize the District's promotional video content, and develop avenues for the creation of additional video content that may be used to market, and strengthen the public's confidence in the District, our schools, and our unique programs, and extra-curricular offerings. *Completed on an Ongoing Basis*

KEY STRATEGY #4: **Provide support for effective communications during an emergency**

A crisis or emergency can happen at any time. It may impact one individual, a single school, or the entire district and surrounding communities. When emergencies occur, it is the District's duty to respond efficiently and effectively for the safety and well-being of all.

Key Strategy #4 Actions:

- Provide immediate central and school-site communications support to administrators, and key staff during emergencies and crises, so schools can effectively communicate their message to their families, faculty, and staff.
- Assess the situation. Is a communication response to district officials necessary? Is a communication response to parents necessary? Is a communication response to the broader community necessary?
- When appropriate, get information to internal staff and impacted vendors quickly and efficiently.
- Get information to the public quickly, accurately and efficiently - including:
 - Parents & Staff via "All Call" system - including e-mail, text message, phone call, and mobile app communication capabilities
 - Social Media Pages (District's Facebook, Instagram and Twitter Page)
 - Websites
 - Turn visible to the public - an "Emergency Communication" module on the District website, and/or school websites.
 - Communicate with media to ensure important safety information reaches as broad of an audience as possible, when appropriate
- Ensure all school administrators, and District leaders have access to the Communications Department created "Crisis Communications Toolkit," which has valuable resources and tips for best practices, and overall communication should a crisis strike.
- Develop infographics and "Safety Plans" like the "CVUSD Safety Plan" for COVID-19 health and safety protocols and procedures to help inform shareholders of, at times, complex information in an easy to understand and standardized format.

Target Audience:

Internal & External Audiences



CONEJO VALLEY UNIFIED SCHOOL DISTRICT

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