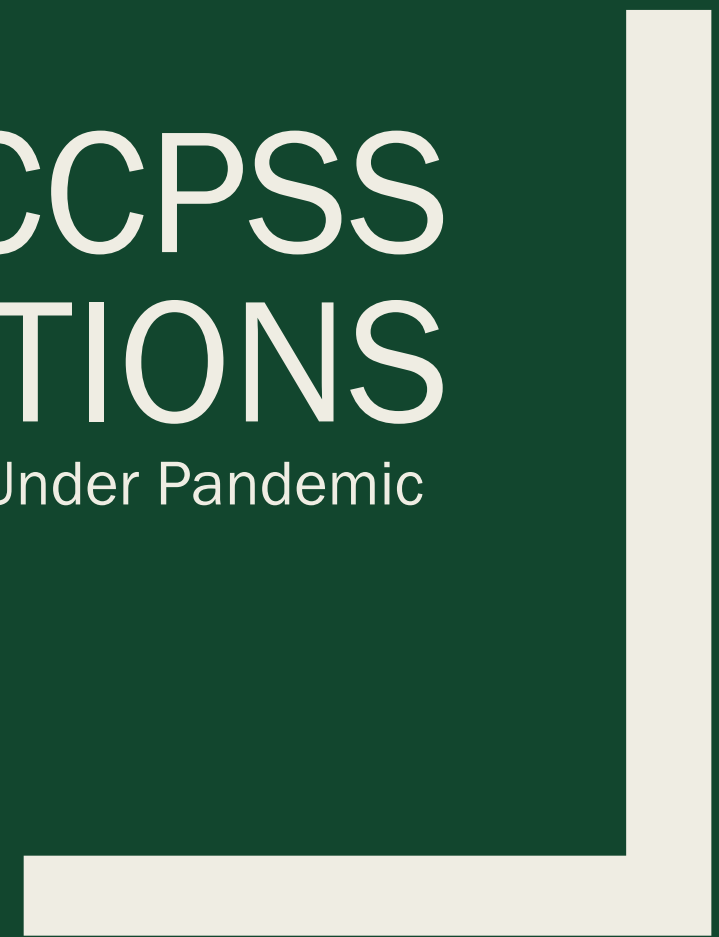


# SCCPSS COMMUNICATIONS

Reopening School – Operation Under Pandemic



# SCCPSS Success: Telling Our Story

- SCCPSS-TV: Channel 195 on Comcast
  - *Number of lessons = 175+*
  - *Number of teachers participating = 90*
  - *Production Capability: Whitney Broadcasting Center*
- YouTube
  - *Subscribers = 1.62K*
  - *Virtual Graduations received over 25K views*
  - *Teacher Comcast lessons – also uploaded to YouTube channel*
- Communications tools
  - *ICYMI: a monthly external brief of board actions and other news goes to 400+ influencers*
  - *Media Roundup: a bi-weekly wrap up of news and other items for internal use and media tracking*



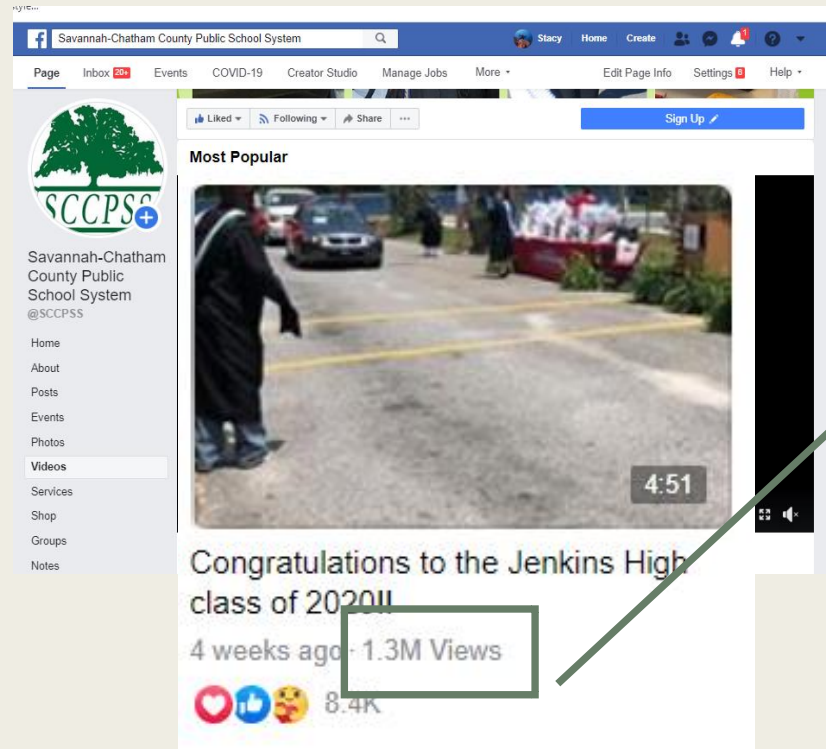
- CLASS OF 2020 RECOGNITION: Billboards – DONATED!
  - Lamar – 1 creative; 2 locations; May 8-31; 637,891 impressions; \$3,600
  - Renfroe - 11 creatives; 8 locations; May 15-18; \$2,400



- Social Media Growth

- Facebook followers – 12,315
  - Organic growth – no paid ads; video content driving the growth
- Twitter followers – 3,468
  - 34% more tweets; 15% more impressions

# Jenkins Curbside 1.3 Million Views!



# Critical Messaging: Completed

- Pandemic Planning – 3/13 Press Conference
- School Closure Notices
- SCCPSS Meal Plan
- Independent Learning Plan
- Curbside Graduation Regalia Distribution
- Virtual Graduations
- Pick up of Personal Items: Targeted Group Phase I
- Return of District Property: Targeted Group Phase I
- End of Year at a Glance: Grades, Assessments, Report Cards
- End of Year Survey



# RETURNING TO SCHOOL: REOPENING MASTER PLAN



# Looking Ahead: Parents will need to know

- Reopening schedules / Calendar
- School instructional model(s)
- Transportation Guidelines
- School Nutrition Guidelines
- Physical Spacing Guidelines and Protocols
- Athletics Guidelines and Protocols
- Extra Curricular Activities



# New Protocols and Procedures

- Access Points
  - *Entry screening requirements*
- Signage for schools
  - *Visitors & vendors*
  - *Parents*
- Gathering controls
  - *Messaging to business partners*
  - *Messaging to non-profit partners*
  - *Messaging to volunteers*





# E-Learning Academy

- Vision and Mission
- Visual communications
  - *Logo*
  - *Print materials*
  - *Digital presentation: website, social media*
- Marketing and Promotion
  - *Key Content*
  - *Rollout Dates*
  - *Platforms*



# Communication Strategies Used

- Print
- TV (network and cable)
- Radio
- Video Messaging
- Billboards
- Social Media
- Digital Media (geo- and behavioral targeting)
- Parent/Staff Notification System – Call Outs and Emails



QUESTIONS?

