

Communications and Community Engagement

Communications and Community Engagement

Our mission is to provide students, parents, community members and the media with timely, concise information on various activities, special events and news stories related to the Savannah-Chatham County Public School System.

The Division of Communications and Community Engagement is responsible for promoting student achievement by developing, strengthening and enhancing the image, identity and brand of the district. The office accomplishes this objective through the following initiatives:

Press Releases/Media Advisories

- Major announcements, student and staff accomplishments
- Advertise upcoming events, programs and activities
- Provide the community with an update of student and staff accomplishments, achievements and successes
- Advise meeting dates, school closings, and other important information

“DID YOU KNOW”

- A collaboration of weekly school events, programs and district information sent to media and BOE staff
- This important press vehicle allows media outlets an inside view of special events in our schools that are not typically attended by the media

FOIA Inquiries and Georgia Open Records Act

- Answer all media inquiries from reporters and citizens
- Research requested information
- Coordinate interviews and obtain quotes from senior staff who can respond to inquires
- Receive and respond to all Freedom of Information Act (FOIA) and GA Open Record Act requests
- All written requests must receive a written response within three business days

Public Relations Materials

- Highlights information about the district including informational ads both in print and on business websites
- List current statistics and facts about the district
- Links to important sections on the website
- Contact information for key central office staff
- Useful marketing tool – plan to distribute to:
 - Real estate companies
 - Convention and Visitors Bureau
 - Chamber of Commerce
 - YMCAs and other non-profit partners

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BRANCH Messages to Parents and Employees

- Write, record and publish district-wide messages to parents and employees which may be either informational or emergency related
- The messages are delivered via phone and e-mail through the use of an internet-based message delivery system contracted by the district

Superintendent's Student of the Month Program

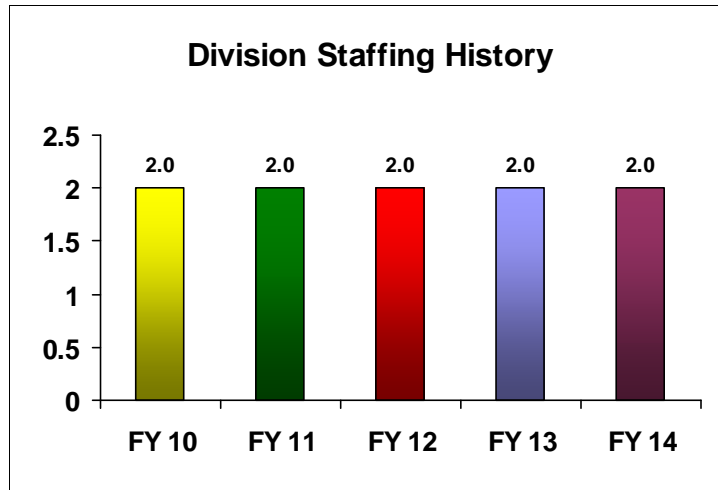
- The *Student of the Month Program* recognizes individual students who have excelled in the area of academics, leadership and community service for all grade levels.
- In partnership with Lifetouch Photography, Savannah Schools Federal Credit Union, the selected students will receive recognition and a monetary gift at the monthly board meetings.

Special Events/Recognition Ceremonies

- Teacher of the Year
- Instructional Support Person of the Year
- Graduation

Communications & Community Engagement

		FY 2010 Actual	FY 2011 Actual	FY 2012 Actual	FY 2013 Modified Budget	FY 2014 Adopted Budget	%Change FY 2013 to FY 2014
OPERATING EXPENDITURES							
10	Base Salary	58,857	94,973	63,971	95,451	99,298	4.0%
11	Other Salary	0	8,087	28,691	9,289	0	-100.0%
Total Salaries		\$58,857	\$103,060	\$92,662	\$104,740	\$99,298	-5.2%
20	Fringe Benefits	12,619	20,316	16,591	29,242	33,909	16.0%
Total Benefits		\$12,619	\$20,316	\$16,591	\$29,242	\$33,909	16.0%
30	Purchased Services	20,924	19,144	25,199	83,890	72,100	-14.1%
31	Utilities	493	549	503	1,476	600	-59.3%
40	Supplies	2,986	13,065	7,486	10,010	12,500	24.9%
41	Books	0	0	0	1,000	500	-50.0%
50	Equipment	1,731	0	0	9,900	5,000	-49.5%
Total Other Operating Expenses		\$26,133	\$32,758	\$33,188	\$106,276	\$90,700	-14.7%
TOTAL BUDGET		\$97,610	\$156,134	\$142,441	\$240,258	\$223,907	-6.8%



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Position Summary

<i>Position Title</i>	<i>FY 2013</i>	<i>FY 2014</i>	<i>Difference</i>
COMMUNITY ENGAGEMENT LIAISON	1.0	1.0	0.0
MGR-PUBLIC RELATIONS	1.0	1.0	0.0
<i>Division Total</i>	<i>2.0</i>	<i>2.0</i>	<i>0.0</i>

