VISION Statement
Hanover School District provides dynamic, relevant educational and creative opportunities and experiences for all students and fosters a close-knit culture where all students succeed, families are welcome, and the community is engaged.

MISSION Statement
The mission of Hanover School District is to foster a safe school environment that promotes positive relationships, individualism and collaboration, caring and acceptance, respect and responsibility, sensitivity and honesty, while developing the academic skills and character that will serve students throughout their lives.
INTRODUCTION

This communications plan will serve as a guide for Hanover School District 28 communications strategies for the 2017-2022 school years. It will ensure the communications efforts align with the district’s strategic plan goals. It will guide the district as it communicates key messages effectively to all its audiences.

Ongoing Communications Efforts

Hanover School District 28’s communications effort is led by the Superintendent with the assistance of the district’s communications team. The communications team is the Superintendent’s Administrative Team (A-Team), which is comprised of each department manager. The communication activities are performed continuously, some every day:

**Media relations**
We work to publicize our schools’ good news; events, activities and awards. We serve as the district spokespeople and as a liaison between schools, the district and the media. A strong relationship with the media is also important in promoting district, student and staff accomplishments.

**Public relations counsel and training**
We develop and maintain this communication plan; train staff and parent groups; and provide public relations, marketing and communications counsel on issues that impact schools, departments and the district. The communications team provides advice on written and oral material, including school newsletters, letters home, brochures, talking points, key message development, media requests, etc.

**Community relations and outreach**
This area of focus is designed to build support and reach out to the greater Hanover School District community. We work with community groups, organizations, and key business and opinion leaders to inform, recruit and promote community involvement.

**Crisis communication and management**
We provide counsel to schools and district leaders to resolve crisis situations and/or emergencies, including the use of communication vehicles like parent letters, social media, talking points and key messages. We also provide crisis media relations when schools are locked down or have experienced an incident.

**Community communications**
The communications team is responsible for the content and/or publishing of news and online information for the Hanover staff and community.

**Communication publications, events and social media**

**Explanation Videos**
The Superintendent produces explanation videos for employees and the community with messages from the superintendent and other district employees about budget issues, assessment scores and other timely topics. The videos are available on the district website and
the district YouTube channel – Hanover School District 28. Multimedia presentations are produced for community meetings, budget forums and internal leadership meetings. Hanover School District 28 photographs are also used in all of our publications, presentations, district website and soon on Facebook, Twitter and Instagram.

**Hanover Buzz**
One of the most popular informational tools, this monthly publication is sent to all households within the Hanover School District boundaries. The newsletter is also posted on the district website. The Hanover Buzz is used to share information on past and upcoming events, provide news, and share photographs.

**Annual Report**
The annual report showcases the district’s achievement and accomplishments of the strategic plan. The annual report is published online each year in September.

**School Newsletters**
School newsletters from Prairie Heights Elementary School and Hanover Junior-Senior High School are sent home to students and put on the school website each month. The goal of the publication is to provide an update on the many activities and events that occur in Hanover SD schools every month.

**Coffee with the Principal (for parents)**
*Coffee with the Principal* is a monthly event held at each school for Hanover SD parents. It serves as an information tool to communicate school news and events to the community while accepting feedback from parents.

**Class DoJo**
*Class DoJo* is an online tool used by teachers of grades K-8 to communicate daily with news about the classroom to parents. Through this online tool teachers can send emails to parents about their child as well.

**Hanover SD’s Facebook, Twitter and Instagram pages**
Hanover SD will begin to use Facebook and Twitter to provide real-time district and school news to the community. The pages are used as a tool to relay information of school closures, emergencies, good news and events. The pages aim to engage community about local, state and national education news/topics, and post student and staff pictures and achievements. Instagram is used to share photos from around the district.

**Engage Hanover SD**
Engage Hanover SD is a virtual town hall experience by telephone and online simultaneously where anyone with an interest in Hanover SD Schools can engage in a conversation and share ideas about topics affecting students and the community from budget to homework help. Topics change on a regular basis and ideas can be shared with district leadership. The site can also be used for instant polls and for posting upcoming events of interest to the community.

**Live Board Meeting Broadcasts**
Each Hanover School District 28 Board meeting is broadcast live utilizing the YouTube platform. All broadcasted Board meetings are archived on the Hanover School District 28
YouTube channel. When technical difficulties occur the backup is an audio recording of each meeting. The audio recordings are kept for 90-days, and found on the district web page.

Hanover School District 28 website
The district’s website, www.hanoverhornets.org, is a comprehensive source of information about district programs, schools, curriculum, policies, events and operations. It was designed to meet the information needs of parents, students and the community. The site was created using web best practices. The performance of the site is monitored using analytics and a yearly online user survey is conducted to ensure the site meets key indicators and the goals of the district's strategic plan.

Town Hall Meetings
Starting in the 2017-18 school year the district will host monthly town hall meetings by telephone and simulcasted on the internet. Nearly 100% of the district’s community has a telephone which will provide a high percentage of individuals who can get information on the school district and ask questions from the comfort of their home.
COMMUNICATION VISION

It is the communication vision to educate and provide for a high level of support from the community for Hanover School District 28.

Through efficient and productive communications with all stakeholders, the district will be known for providing a quality education for all students and for being a good steward of taxpayer money. The district will actively pursue two-way communications by listening to its staff and community to continuously improve and evaluate communications efforts. Communications efforts will help Hanover SD students be known for their educational excellence and for their community leadership.

Communications will help our employees be knowledgeable ambassadors for the district, communicating key messages to the community.

TARGET AUDIENCES

<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td>Hanover SD employees</td>
<td>Parents</td>
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<tr>
<td>Board of Education</td>
<td>Students</td>
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<tr>
<td></td>
<td>Businesses/ Partners</td>
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<td></td>
<td>Community</td>
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<td>Media</td>
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IMPLEMENTATION PLAN

Goal 1: Establish an effective community relations program to build collaborative relationships and strengthen support for and confidence in Hanover School District.

Strategy 1: Cultivate and strengthen relationships with the district’s community to engage them in the district’s vision and financial challenges to help them understand and engage in the vision and challenges.

  Tactic 1: Ongoing information printed in the Hanover Buzz.

  Tactic 2: Provide community input/feedback meetings on the budget and strategic plan.

  Tactic 3: Share information in communications with established parent organizations (PTO) and district accountability committee (DAC).

Strategy 2: Determine public attitudes toward the district and increase awareness and support for Hanover SD Schools.

  Tactic 1: Conduct annual opinion and feedback survey’s with students, staff, parents and community

  Tactic 2: Record public comments at every Board meeting.

  Tactic 3: Review public opinion as seen through social media.

Strategy 3: Leverage external communications through existing community and civic publications such as area newspapers, municipal newsletters, NextDoor App, and other targeted community publications.

  Tactic 1: Use local publications to communicate strategic information:

    • Gazette
    • Ranchland news
    • NextDoor App

  • (Fountain newspaper)
  • (Ft. Carson newspaper)
  • Chieftain

  Tactic 2: Develop an editorial calendar to pitch articles on a regular basis to targeted publications.
<table>
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<tr>
<th>Strategy 4: Explore the development of a district-wide school volunteer program through a needs analysis.</th>
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<tr>
<td><strong>Tactic 1:</strong> During the 2017-18 school year, the A-Team will assess the current volunteer programs available in the district.</td>
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<td><strong>Tactic 2:</strong> Meet with the existing Parent Teacher Organization (PTO) at Prairie Heights to brainstorm ways to develop a PTO or Booster Club for the Jr/Sr High School.</td>
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<td><strong>Tactic 3:</strong> Host an annual volunteer thank you dinner in the month of May of each year.</td>
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<td><strong>Tactic 4:</strong> Highlight volunteers with photos of volunteers in action, news reporting on volunteers and list names and total number of volunteer hours in the district’s annual report.</td>
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<tr>
<th>Strategy 5: Maintain and improve superintendent’s outreach programs.</th>
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<tr>
<td><strong>Tactic 1:</strong> Arrange speaking engagements for the superintendent at strategically selected community or nearby community and civic organizations.</td>
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<td><strong>Tactic 2:</strong> Maintain and continue to build the past Board Member database.</td>
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<td><strong>Tactic 4:</strong> Use past Board member database to send feedback communications on various topics.</td>
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<td><strong>Tactic 4:</strong> Conduct virtual town hall meetings.</td>
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<tr>
<td><strong>Tactic 5:</strong> Use of videos with the superintendent and A-Team members to reach parents, employees and the community at large.</td>
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Goal 2: Establish an effective media relations program that enhances the district’s image in the community.

<table>
<thead>
<tr>
<th>Strategy 1:</th>
<th>Develop a strategic media communications program that is proactive and reactive.</th>
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**Tactic 1:** Respond in a timely, reliable fashion to media inquiries and requests.

**Tactic 2:** Write and distribute op-ed pieces about district educational issues to local media.

**Tactic 3:** Provide the local and national media with proactive stories about Hanover School District 28. The A-Team will pitch/post twenty-five positive Hanover SD education stories to local/national media.

**Tactic 4:** Assist media by providing access to schools/classrooms and district education experts who can provide interviews and background information about important education-related topics.

**Tactic 5:** Distribute an annual media survey to measure satisfaction with district communications.

**Tactic 6:** Members of A-Team will act as district spokespeople and public information officers when necessary.

**Tactic 7:** Social media has become part of media relations; many reporters will follow the district’s Twitter feed and Facebook page. The A-Team will continue to use Facebook and Twitter to inform the media.
Goal 3: Establish an effective employee communications program that improves knowledge about, and support for, the district.

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<thead>
<tr>
<th>Strategy 1:</th>
<th>Continue to strengthen the content and design of key communication tools for employees.</th>
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<tbody>
<tr>
<td><strong>Tactic 1:</strong></td>
<td>Deliver a monthly employee update, <em>News of Note</em>, to provide timely district and education news, Hanover SD events, and links to feature stories to all Hanover SD employees.</td>
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<tr>
<td><strong>Tactic 2:</strong></td>
<td>Deliver monthly media monitoring reports of current Hanover SD and other education-related media stories to A-Team members and employees.</td>
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<tr>
<td><strong>Tactic 3:</strong></td>
<td>Deliver the district’s monthly newsletter, <em>Hanover Buzz</em>, to all employees on a monthly basis during the school year.</td>
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<td><strong>Tactic 4:</strong></td>
<td>Hold monthly staff meeting at each school and department to discuss current happenings in the district while seeking feedback and ideas.</td>
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<td><strong>Tactic 5:</strong></td>
<td>Quarterly the superintendent will visit with each school and department staff to share district happenings and listen to staff comments/ concerns.</td>
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<td><strong>Tactic 6:</strong></td>
<td>Utilize the district website to highlight district publications, events, student pictures and share positive Hanover SD education stories.</td>
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<tr>
<td><strong>Tactic 7:</strong></td>
<td>Produce videos with stories and topics that impact employees which are then incorporated into district publications and social media, and posted on the website.</td>
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**Goal 4: Support members of the Board of Education in their efforts to engage the community around district issues and initiatives.**

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<thead>
<tr>
<th>Strategy 1:</th>
<th>Develop strategies for effective community engagement for the Board of Education.</th>
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<tr>
<td>Tactic 1:</td>
<td>The A-Team will utilize social media to inform the public about board meetings (i.e. Twitter and Facebook).</td>
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<td>Tactic 2:</td>
<td>Support board members with talking points and frequently asked questions on district issues.</td>
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<tr>
<td>Tactic 3:</td>
<td>Support board members with informational videos and PowerPoint presentations to be used during public meetings.</td>
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<td>Tactic 4:</td>
<td>Provide live and archived video of all Board of Education meetings.</td>
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<td>Tactic 5:</td>
<td>Twice per school year the Board of Education will hold a live open mic Town Hall meeting before a regularly scheduled Board meeting.</td>
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**Goal 6: Communicate the district’s vision and goals through strategic messaging.**

<table>
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<th>Strategy 1:</th>
<th>Develop message/position statements that represent the district's vision, goals, challenges and accomplishments.</th>
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<tr>
<td>Tactic 1:</td>
<td>Evaluate the district’s strategic plan to determine messaging points.</td>
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| Tactic 2:  | Communicate financial challenges.  
  * Produce video stories and interviews for website, Facebook, and internal and external communications that represent the district’s goals and challenges. |
Strategy 1: Develop online communications, including websites, for stakeholders – parents, students, potential employees, businesses and the general public — that best facilitate the flow of information and provides an efficient and clear delivery of district services.

Tactic 1: A-Team and webmaster will provide accurate and timely communications with stakeholders.

Tactic 2: Provide access to online tools such as Parent Portal and Class DoJo.

Tactic 3: Write appropriate content for the identified Web audience.

Tactic 4: Identify news and other content that can be published online to keep stakeholders informed.

Tactic 5: Use website analytics data to monitor usage and ensure best practices.

Goal 7: Improve the public’s access to online district information and provide online tools that empower the public to interact with Hanover School District.

Strategy 2: Use social media to provide immediate two-way communications with stakeholders and build relationships and awareness of issues.

Tactic 1: Create and maintain Facebook, Twitter and Instagram sites to reach stakeholders who use these forms of online communications.

Tactic 2: Use Facebook, Twitter and Instagram to extend the reach of our communications and improve the district’s reputation.

Tactic 3: Use EngageHanover SD to create a dialogue with the community about educational topics affecting schools and students.

Tactic 4: Support the use of Schoology as a learning-focused social media tool.
EVALUATION AND MEASUREMENT

The following resources will be utilized to evaluate and measure the effectiveness of this communications plan.

Media survey
Employee survey
Media hits – proactive
Social media usage: Facebook and Twitter followers
Community feedback
Website usage

CONCLUSION

This communications plan is an outline for communications efforts in 2017-2022. Should the district’s needs change significantly during this time period, this plan will be edited. This plan will be updated annually to reflect progress and new goals.