

To: Board of Education

From: Julie Boyle, executive director of communications
Rachel Asbury, communications specialist

Re: Communications Planning Report

Date: May 24, 2018

Background:

The Lawrence Board of Education's 2017-18 Goals include: Expand communication and community connections through increased engagement.

Report:

The Lawrence Board of Education, the school district, and our schools must establish and maintain public trust and understanding in order to engage school families and the community in strengthening our student-centered support system so that all students achieve, succeed, and graduate future-ready. Building positive relationships based upon honest, timely, and effective communication helps to maintain an atmosphere of trust and understanding and provides a foundation for leading, informing, and influencing attitudes and behaviors toward support for public schools and student success.

The communications team will provide an overview of its areas of responsibility, highlight 2016-17 communications efforts, discuss crisis communication planning, and report about an ongoing effort to use the Research, Planning/Analysis, Implementation/Communication, and Evaluation process to guide development of a strategic communications plan in partnership with Superintendent Anthony Lewis, the Executive Leadership Team, and district advisory groups for the 2018-19 school year.