

Frequently Asked Questions

① How does investing in a communications professional benefit students?
School boards are charged with efficiently delivering educational services to their community. Community members are hungry for information that gives them confidence that their school board is doing just that. Just as it takes a school bus to get kids to school, it takes a communications program to build and retain community support for school district operations. Students benefit from a community that understands and supports the needs of the school district.

② Does it cost a lot?
It costs significantly less than a full-time employee because a professional is only doing work when needed, and you're not paying for benefits. Strategic communications professionals are experienced and highly trained. Just as school districts hire construction contractors only when they're needed, districts hire communications professionals when they're needed.

③ When can communications professionals help?
For some school districts, ongoing communications consulting is needed. For others, a communications consultant is needed to help a district through current issues or situations. These include new leadership (superintendent, communications director), a strategic planning process, community/staff/parent complaints about communications, low overall public opinion about a school district, a referendum on the horizon, or other contentious issues.

④ What services can be provided?
It's dependent on the school district's needs and capabilities, but here is a list of strategies and tactics:

- Communications audits and plans
- Branding and marketing
- Community engagement: Facilitation, research including surveys
- Consistent key messaging
- Crisis communications
- Media relations
- Referendum communication
- Strategic counsel
- Tactics: Creating and disseminating information through websites, print publications such as newsletters, email marketing, video production, social media campaigns
- Major communications projects: Website audits, website transitions, issues management, major program/project rollouts