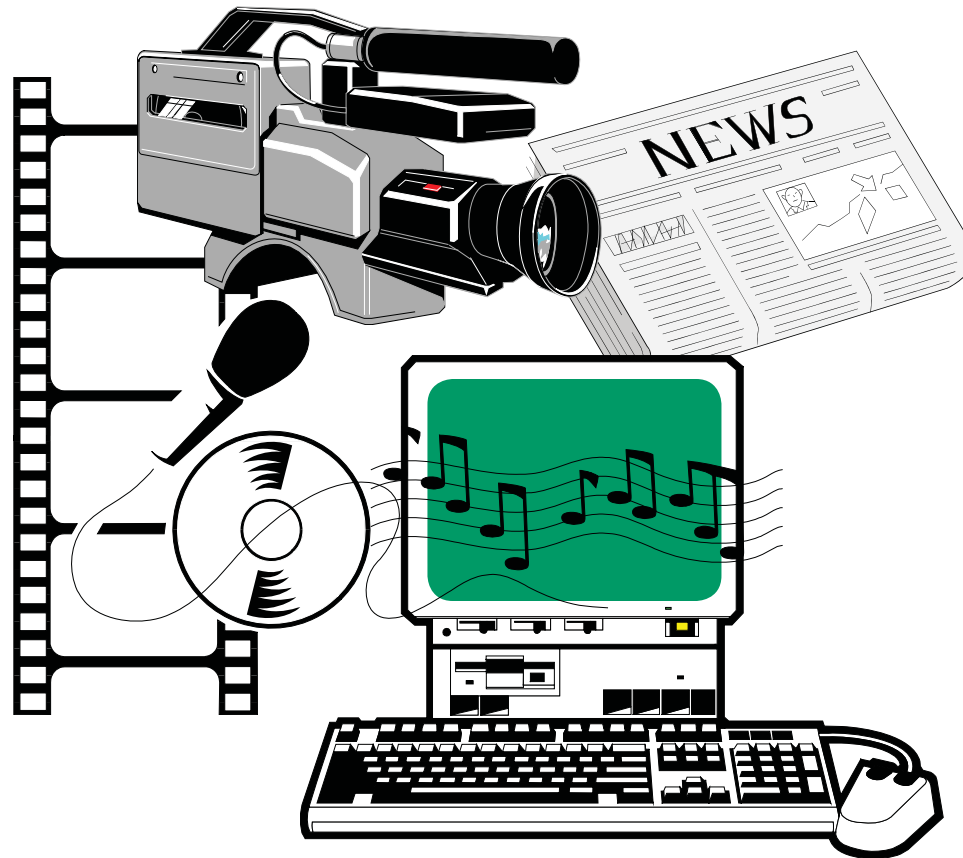


Carroll ISD

Creating an environment that fosters excellence



**A comprehensive Communications and Marketing Plan
for the 2008-2011 school years**

Serving Carroll Since 1997

The Carroll ISD Communications and Marketing Department exists to support all campuses and departments in creating an environment that fosters excellence for all students. As a direct arm of the Superintendent's office, the Communications and Marketing Department works to send and receive information from internal and external publics in an effort to build public trust and understanding. Though the technology and methodology of communicating has changed through the years, our commitment to excellence in school communications has not wavered.

Departmental Responsibilities



- Internal Communications
- External Communications
- Media Relations
- Cable Television
- Crisis Management
- PR Counsel
- Website Maintenance
- Public Opinion Surveying
- Press Releases
- Staff Training
- Publications
- Electronic Newsletters
- Welcome Packets



What Is School Public Relations?

School Public Relations is a systematic, two-way communications process that involves both internal and external publics. The goal is to communicate an understood message in an effort to build trust and create a deeper understanding of the organization's mission, vision and goals.

Our Philosophy at Carroll ISD. . .

PR is all about building

Personal Relationships

Our Role In The District. . .

- ➔ Support the mission, vision, goals and core values of the district
- ➔ Build stronger relationships with internal and external publics
- ➔ Collect public opinion and input
- ➔ Provide PR counsel
- ➔ Evaluate and enhance communication and marketing services

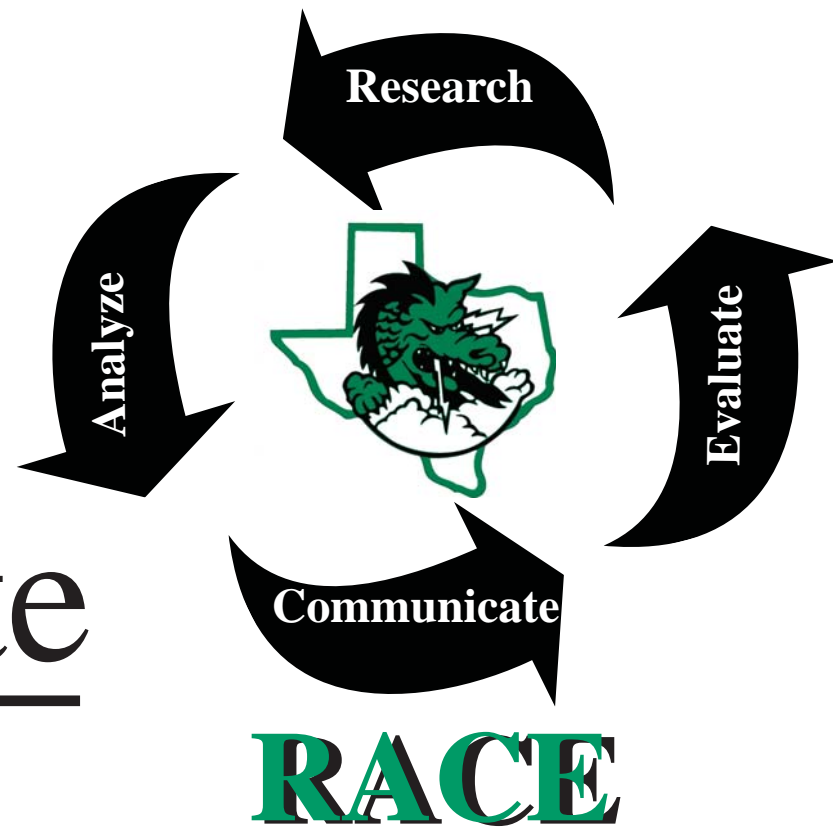
4-Step Communications Model

Research

Analyze

Communicate

Evaluate





CARROLL

INDEPENDENT SCHOOL DISTRICT

Creating an environment that fosters excellence. . .

Our mission is to provide a caring and creative learning environment that promotes excellence, fosters integrity, and encourages each student to reach his or her academic, extracurricular and social potential.

Goal #1 Raise the academic challenge and performance of each student

Goal #2 Ensure quality personnel in all positions

Goal #3 Provide a school environment supportive of learning

Goal #4 Effectively manage and further develop financial resources

Goal #5 Increase public understanding and support of our schools

✓ Excellence ✓ Relationships ✓ Character & Integrity ✓ Innovation ✓ Open & Honest Communication

Focus Area #1 - Brand Engagement

Saturate communications and marketing collateral with the Carroll ISD brand/promise to ensure consistent messaging regarding the district's vision, core values and goals.

Targeting District Goals #4 and #5 (increasing financial resources and public understanding)

Strategy	Timeline	Budgetary Considerations	Evidence/Evaluation
1.1 Redesign/enhance the district's website to create a more user-friendly, informative site with the addition of a search engine, interactive calendar and news manager	Launched by Aug. '08	Communications & Marketing Budget	Launch site/track visitor trends Conduct customer surveys
1.2 Redesign/enhance campus websites to provide consistency in links and information among schools	Launched by Nov. '08	Communications & Marketing Budget	Launch sites/track visitor trends Conduct customer surveys
1.3 Launch newly designed eNews template that provides interactive web links, video and news	Launched by Oct. '08	Communications & Marketing Budget	Launch new eNews template Collect reader feedback
1.4 Increase online advertising opportunities	Launched by Oct. '08	No anticipated expenses General fund revenue potential	Offer new web advertisements
1.5 Transition district publications to CISD brand identity and coordinate with newly designed website	Completed by May '09	Communications & Marketing Budget	Print/distribute copies of newly branded/coordinated publications
1.6 Launch CORE Customer Service program and begin using employee focus groups to identify quality standards that exceed customer expectations	Launched by Jan. '09	Communications & Marketing Budget	Announce program (press releases, webpage, eNews, etc.) Collect focus group feedback

Cont. Focus Area #1 - Brand Engagement

Saturate communications and marketing collateral with the Carroll ISD brand/promise to ensure consistent messaging regarding the district's vision, core values and goals.

Targeting District Goals #4 and #5 (increasing financial resources and public understanding)

Strategy	Timeline	Budgetary Considerations	Evidence/Evaluation
1.7. Design new employee identification badges to communicate district vision, goals and core values and also access CISD's keyless entry system.	Distributed by Oct. '08	True To The Core Fund	Distribute badges to CISD employees
1.8 Design and distribute True To The Core posters for all CISD classrooms and lobbies	Distributed by Aug. '08	Communications & Marketing Budget	Deliver posters to classrooms
1.9 Establish True To The Core product line to promote and support district core values	Products purchased/stocked annually	Communications & Marketing Budget/We Care	Distribute True To The Core products
1.10 Create Dragon Welcome Centers in each school and CISD public waiting area	Implemented by Aug. '09	Communications & Marketing Department/True To The Core Funds	Install Dragon Welcome Centers Accept customer feedback
1.11 Establish an exclusive Dragon credit card that returns 1 percent of all sales to the general operating fund	Implemented by Aug. '09	General fund revenue potential	Offer Dragon credit card Count submitted applications Report financial proceeds
1.12 Conduct end of year marketing/sponsorship satisfaction surveys (online)	Annually beginning in May '09	No anticipated expenses	Collect survey results

Cont. Focus Area #1 - Brand Engagement

Saturate communications and marketing collateral with the Carroll ISD brand/promise to ensure consistent messaging regarding the district's vision, core values and goals.

Targeting District Goals #4 and #5 (increasing financial resources and public understanding)

Strategy	Timeline	Budgetary Considerations	Evidence/Evaluation
1.13 Provide Year-In-Review ValuePack presentations to multi-year advertisers/sponsors	Distributed annually beginning in May '09	Communications & Marketing Budget	Prepare/distribute ValuePack presentations for sponsors Collect/monitor sponsor feedback
1.14 Re-evaluate and enhance existing advertising and signage opportunities and pricing	Evaluate for possible changes before '09-'10 sponsor year	No anticipated expenses General fund revenue potential	Evaluate advertising opportunities/pricing guide Communicate '09-'10 pricing
1.15 Increase online video presentations to one new feature monthly	Monthly video features by April '09	Communications & Marketing Budget	Post online videos to website Evaluate site visitor feedback
1.16 Prepare and distribute Dragon Marketing DVD	Project completed by Aug. '09	Communications & Marketing Budget	Complete Dragon Marketing DVD Evaluate customer feedback

Focus Area # 2 - Employee Engagement

Actively engage employees in training programs and professional development to help deliver on the Carroll ISD brand/promise to ensure consistent messaging regarding the district's vision, core values and goals

Targeting District Goals #2 and #3 (quality personnel and environment supportive of learning)

Activity	Timeline	Budgetary Considerations	Evidence/Evaluation
2.1 Launch annual theme to support administrative retreat, new hire orientation, employee convocation and end-of-year awards event	Annually (Heroes '08-'09)	Communications & Marketing Department	Host special events Collect employee feedback
2.2 Utilize annual theme to highlight staff success stories	Annually	No anticipated expenses	Publish employee success stories
2.3 Conduct CORE Customer Service training for all employees	Training modules available by Aug. '09	Communications & Marketing Budget	Produce training materials Provide online modules Conduct participant evaluations
2.4 Launch CORE Customer Service Rewards Program	Rewards program ready by Aug. '10	Communications & Marketing Budget	Distribute program materials Collect program feedback/input
2.5 Communicate districtwide anti-bullying plan/training for all CISD employees	Communication by Aug. '09	True To The Core Fund	Distribute program materials Collect program feedback/input
2.6 Work with Technology Department to establish employee intranet and to further develop "For Staff" web links	Launched by Aug. '09	Communications & Marketing Budget	Launch employee intranet Collect employee feedback

Cont. Focus Area # 2 - Employee Engagement

Actively engage employees in training programs and professional development to help deliver on the Carroll ISD brand/promise to ensure consistent messaging regarding the district's vision, core values and goals

Targeting District Goals #2 and #3 (quality personnel and environment supportive of learning)

Activity	Timeline	Budgetary Considerations	Evidence/Evaluation
2.7 Implement True To The Core recognition program to help reward/retain quality employees	Implemented by Jan. '09	Communications & Marketing Budget/We Care	Implement recognition program Award We Care prizes Collect employee feedback
2.8 Work with Personnel Services Department to design and implement a comprehensive "Why Choose Carroll" Recruitment Program	Program implemented by Feb. '10	Communications & Marketing Budget/Personnel Services Budget	Complete Recruitment Program Collect applicant feedback
2.9 Work with Administrative Services and Financial Services Departments to enhance auxiliary department websites and Business Office website <ul style="list-style-type: none"> - online budget/purchasing guide - employee features - Q&A sections 	Websites enhanced by Aug. '09	Communications & Marketing Budget/Other existing budgets as necessary	Launch enhanced websites Monitor site visitor trends

Focus Area # 3 - School Engagement

Actively engage students in communicating the Carroll ISD brand/promise by creating a challenging environment that is supportive of learning and promotes the district's vision, core values and goals.

Targeting District Goals #1 and #3 (challenging students and environment supportive of learning)

Activity	Timeline	Budgetary Considerations	Evidence/Evaluation
3.1 Utilize annual theme to highlight student success stories	Annually during school year	No expenses anticipated	Publish student success stories
3.2 Involve student interns in district's Communications & Marketing program	Involved by Oct. '08	No expenses anticipated	Provide student intern list Collect intern evaluations
3.3 Initiate "Go Green" Week to encourage environmentally friendly behaviors	Held in March '09	Communications & Marketing Dept./Campus Budgets	Provide Go Green activity list Communicate Go Green activities
3.4 Launch "Keep Dragons Bright" energy efficiency campaign	Launched in March '09	Communications & Marketing Budget	Publish energy materials
3.5 Work with Student Services and Instructional Services Departments to develop comprehensive "For Students" web link	Enhanced by Aug. '09	Communications & Marketing Budget	Enhance "For Students" web link Track site visitor trends
3.6 Implement True To The Core student program to communicate/support district's core values	Launched by Aug. '10	Communications & Marketing Budget/True To The Core Fund	Provide True To The Core student materials Collect student feedback

Focus Area #4 - Public Engagement

Actively engage parents and the public in supporting the Carroll ISD brand/promise by creating a greater awareness of the district's vision, core values and goals.

Targeting District Goals #4 and #5 (financial resources and public support and understanding)

Strategy	Timeline	Budgetary Considerations	Evidence/Evaluation
4.1 Continue to work with the Long-Range Facility Planning Citizens' Committee to identify facility needs and communicate potential projects/needs	Aug. '08 - May '09	Communications & Marketing Budget	Provide agendas/minutes Accept recommendation Prepare Project list Report Board action
4.2 Conduct annual attitude survey of parents/taxpayers	Annually by Aug.	Communications & Marketing Budget	Conduct survey Communicate results
4.3 Host annual Realtors' Reception	Annually in Oct.	Communications & Marketing Budget	Produce/distribute invitation Host reception Accept feedback
4.4 Establish a Dragon Alumni webpage where CISD graduates can register and receive information about Dragon news	Aug. '09	Communications & Marketing Budget	Create Alumni webpage Collect database of graduate website visitors Communicate with alumni
4.5 Work with CISD graduates to establish a Dragon Alumni Association to support the district's mission, vision and core values	Aug. '10	Communications & Marketing Budget	Facilitate formation of Dragon Alumni Association

Cont. Focus Area #4 - Public Engagement

Actively engage parents and the public in supporting the Carroll ISD brand/promise by creating a greater awareness of the district's vision, core values and goals.

Targeting District Goals #4 and #5 (financial resources and public support and understanding)

Strategy	Timeline	Budgetary Considerations	Evidence/Evaluation
4.6 Enhance and expand Legislative Liaison web page	Enhanced by May '09	No expenses anticipated	Launch enhanced Legislative web page Track site visitor trends
4.7 Increase School eNews Online to twice weekly	Launched by Dec. '08	No expenses anticipated General fund revenue potential	Publish twice weekly eNews Collect reader feedback
4.8 Increase Carroll Connection printed newsletter to quarterly editions	Launched by Oct. '08	No expenses anticipated	Publish quarterly printed newsletter
4.9 Work with Students Services & Technology Department to develop and offer online enrollment	Launched for '09-'10 school year	Communications & Marketing Dept. Budget/Technology Budget as necessary	Launch online enrollment Track site visitor trends Collect parent feedback
4.10 Work with Financial Services and Technology Departments to establish an online Dragon Shopping Cart feature	Launched by '10-'11 school year	Communications & Marketing Dept. Budget	Launch ecommerce site Track site visitor trends Collect customer feedback
4.11 Create Safety & Wellness web page	Launched by Oct. '08	No expenses anticipated	Launch Safety & Wellness web page Track site visitor trends

Cont. Focus Area #4 - Public Engagement

Actively engage parents and the public in supporting the Carroll ISD brand/promise by creating a greater awareness of the district's vision, core values and goals.

Targeting District Goals #4 and #5 (financial resources and public support and understanding)

Strategy	Timeline	Budgetary Considerations	Evidence/Evaluation
4.12 Stream CISD School Board meeting videos online	Streamed by Aug. '09	No expenses anticipated	Stream School Board videos Track site visitor trends Collect site visitor feedback
4.13 Add podcast files to district website	Added by Nov. '08	No expenses anticipated	Offer podcast files online Track site visitor trends Collect site visitor feedback
4.14 Produce Welcome Orientation DVD for Carroll identity portfolio	Launched by June '09	Communications & Marketing Dept. Budget	Produce/distribute DVD Collect customer feedback
4.15 Work with Student Services Department to develop enhanced "For Parents" and "For Community" web links	Enhanced by Jan. '09	No expenses anticipated	Launch enhanced web links Track site visitor trends Collect site visitor feedback
4.16 Develop and enhance "For Media" web link	Enhanced by Jan. '09	No expenses anticipated	Launch enhanced web link Track site visitor trends Collect site visitor feedback