

# Communications Department

**Goal-**School-based communications prepared and distributed via print, web, video, and podcast data to effectively communicate with parents, stakeholders, and potential community residents. This initiative is implemented through school-based plans to most effectively deliver school information. Media development and distribution are implemented on the elementary and secondary levels and are supervised appropriately by the principals at these respective entities to achieve fair and balanced coverage of individual school communications.

**Responsible to:** Principals of elementary schools or secondary schools; Principals will determine performance evaluations

**Location of Department-** Communications Department is housed at Career and Technical Center and Grenada Elementary School



## Elementary Schools

-Elementary Schools Communications Coordinator

Robbie Buchanan-full-time



## Secondary Schools -

Secondary Schools Communications Coordinator

Gail Daigneault-part-time (retired)

### Elementary Communications

#### Duties

- Provide data for elementary content for school web-site; update and revise elementary data for facebook; upload info
- Layout and sell ads for monthly newspaper; gather data of elementary news including photos; will also maintain database of subscribers for email of newsletter; compile data; prepare files for printer
- Update booklets, school brochures of elementary schools;
- Assist elementary schools with posters, brochures, graphics, publicity, and Partners in Education publicity including photos for newspaper; will update and distribute elementary Partners in Education info and discounts
- Prepare press releases/press conferences for elementary schools

#### Distribution of Media

- Upload to facebook
- Delivered by distribution services to community distribution areas; emailed to subscribers,
- Booklets and brochures printed in-house; distributed to Chamber, realtors, schools and Central Office
- Posters and brochures printed in-house; newspaper publicity emailed to Daily Star in proper format
- Press releases emailed and faxed to media

### Secondary Communications

#### Duties

- Update and revise secondary web pages;add pages for specific departments; provide secondary info for facebook
- Gather data for secondary info for newspaper including writing articles, taking photos
- Update booklets, school brochures of secondary schools
- Assist with secondary grant submissions and updates
- Assist secondary schools with posters, brochures, graphics, publicity, including photos for newspapers including Partners in Education publicity for secondary schools, photos of GED graduates
- Prepare press releases/press conferences for secondary schools
- Film and edit video of secondary schools, create sequences for DVD and web

#### Distribution of Media

- Uploaded to school server
- Placed in school newspaper
- Booklets and brochures printed in-house; distributed to Chamber, realtors, schools and Central Office
- Documentation delivered to grantors
- Posters, brochures, photos printed in-house; newspaper publicity emailed to Daily Star in proper format
- Press releases emailed and faxed to media
- Completed media distributed in DVD form or on school website