



Greenfield Public Schools

Strategic Communications Update

Our goals

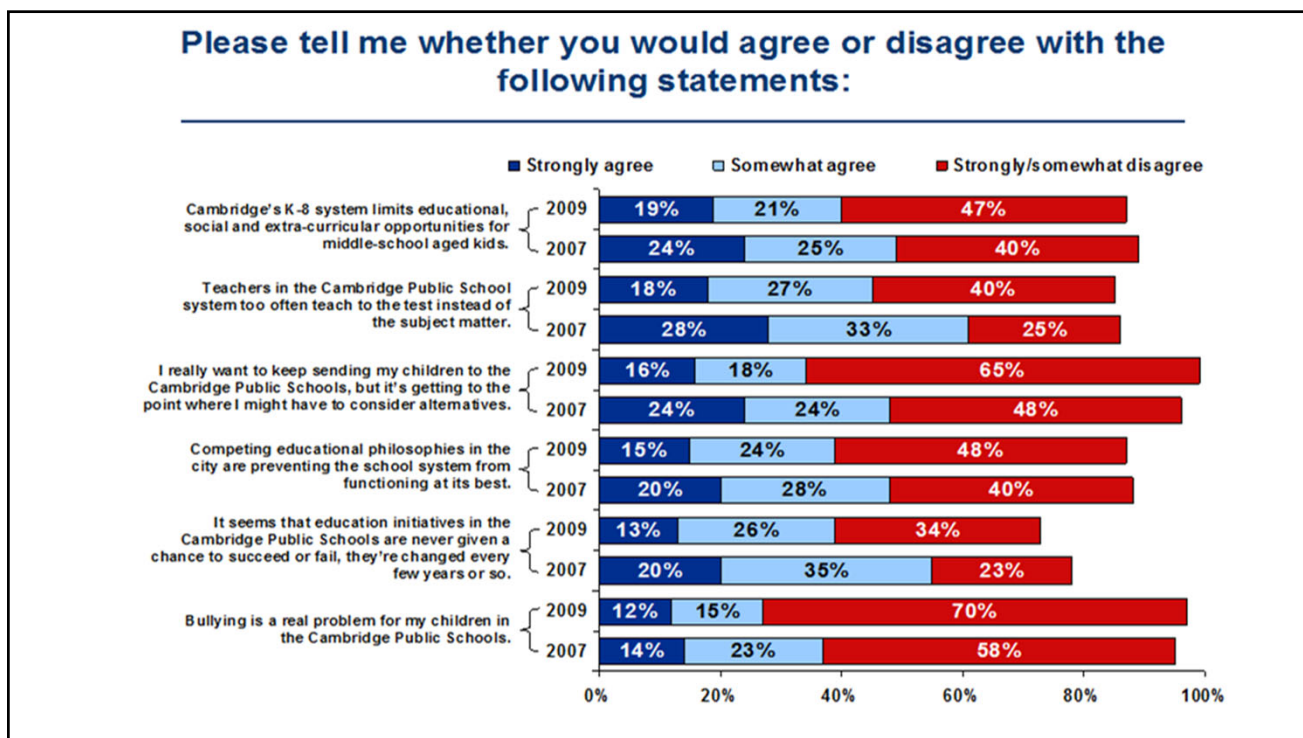
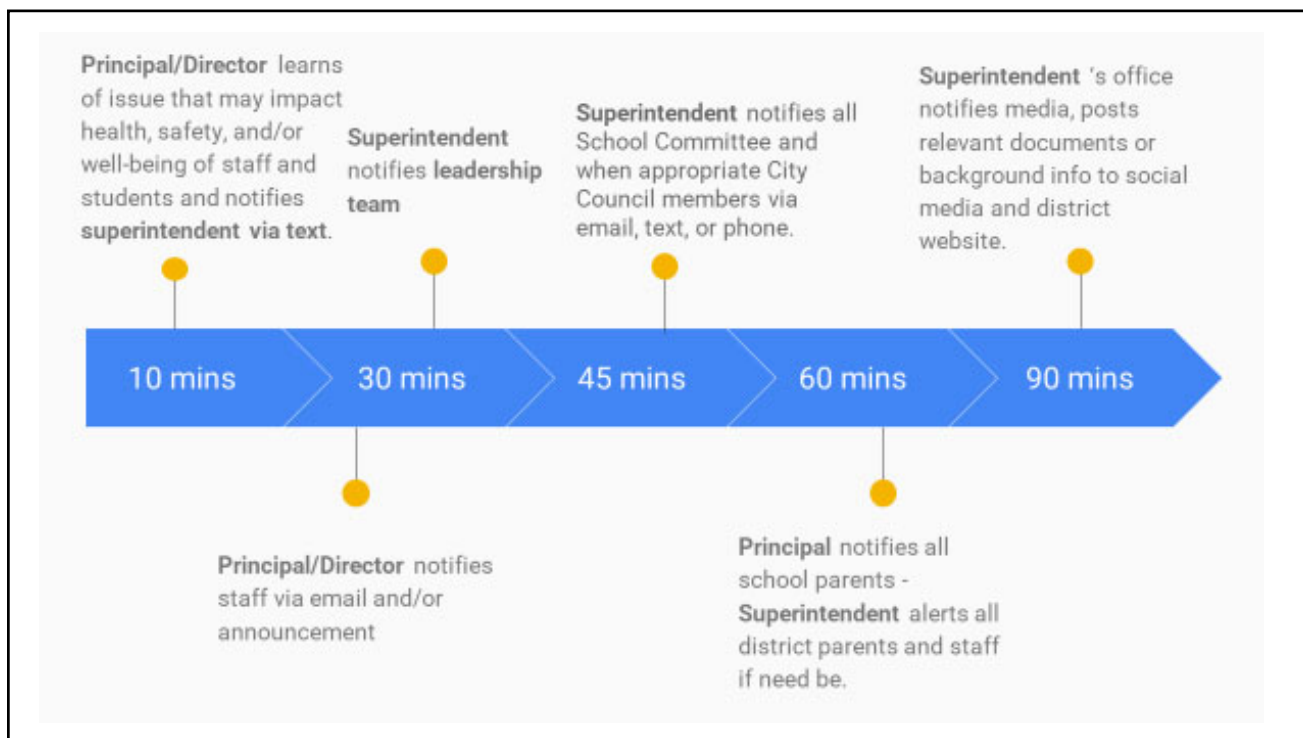
- Help improve community-wide understanding of complex issues.
- Help build trust and credibility for the organizations we serve through honest and transparent two-way communication.
- Help improve internal organizational leadership capacity through executive coaching and internal communications strategies.
- Help School Committees and Leadership teams work cohesively and collaboratively on sensitive issues and long-term vision for district.
- Help school systems attract and retain high quality professionals.
- Help school systems recruit and/or retain student populations through an array of communications tools and tactics.

Our Objective:

- To improve the flow of information to our community, emphasis on transparency, sharing factual information and strengthening two-way communications.
- To raise awareness, understanding, and appreciation for the Greenfield Public Schools.

Components of Strategic Communications Plan:

- Internal communications processes, protocols and executive coaching
- Internal communications calendar
- Internal collaboration on presentations
- External research surveys
- External community outreach
- External information platforms and dissemination
- School Committee open records/open meetings
- School Committee media relations policies
- School Committee community outreach





Social Media



LinkedIn

facebook

YouTube

If talking to the media

- Be honest
- Be prepared
- Be willing to educate
- Use email
- Stay away from jargon
- No 'no comment'
- Last question

How do we know how we're doing?

We ask.

Which of the following best describes you?

335 Respondents Answered: 279 Skipped: 56

I am a parent, caretaker, or staff member with children enrolled in the Greenfield Public Schools	79.21%
I am a Greenfield Public Schools teacher or employee with no children in the school system	16.85%
I am a resident of Greenfield (no children currently enrolled in the schools)	0.72%
Other (please specify)	3.23%

Which school does your child (or children) attend?

ANSWER CHOICES	RESPONSES
Greenfield High School	30.83%
Greenfield Middle School	31.67%
Newton School	11.67%
Federal Street School	15.42%
Four Corners	26.67%
Academy of Early Learning	6.67%

How important is it that the Greenfield provides consistent and clear information to you about programs, projects, and events?

ANSWER CHOICES	RESPONSES
Extremely important	41.47%
Very important	48.83%
Somewhat important	9.70%
Not so important	0.00%
Not at all important	0.00%

How satisfied are you with the Greenfield Public Schools' efforts to keep you informed?

ANSWER CHOICES	RESPONSES
Very satisfied	24.83%
Satisfied	43.05%
Neither satisfied nor dissatisfied	15.56%
Dissatisfied	10.60%
Very dissatisfied	5.96%

Considering all the information the Greenfield Public Schools currently provide to you, how informed do you feel?

ANSWER CHOICES	RESPONSES
I feel very informed	15.67%
I feel informed most of the time	33.33%
I feel appropriately informed	19.00%
I feel somewhat informed but I'd like to know more	27.00%
I dont feel informed at all	5.00%

What information are you most interested in receiving from the Greenfield Public Schools?

Calendar events and listings	34.01%
Student news and achievements	12.93%
Other (please specify)	12.24%
School Department updates	9.86%
School Committee policies and actions	9.18%
Rational/reasons for decisions made by school leaders	7.82%
Information about safety incidents and precautions	4.42%
Parent involvement and volunteer opportunities	3.06%
Administration and organizational management updates	2.72%
School staff news and achievements	2.38%
Information about how the schools compare to neighboring towns	1.36%

When looking for school-related information, or to find an answer about policies or procedures, which is the first place you start?

ANSWER CHOICES	RESPONSES
I go to the website	58.92%
I email a teacher or staff member	22.90%
I call the school	9.09%
I use social media (facebook/twitter)	5.39%
I ask my son or daughter	3.37%
I stop in (in person) at the school	0.34%

Which of the following do you primarily use to keep informed about school news, events, and updates?

ANSWER CHOICES	RESPONSES
School email	79.19%
School websites	61.74%
School newsletters	51.34%
Automated phone calls	46.98%
Facebook	32.55%
Word of mouth (a friend or neighbor keeps me informed)	20.81%
The Greenfield Recorder	8.72%
Other (please specify)	6.38%
Twitter	2.35%
TV	2.01%
Radio	1.68%

Which of these tools would you prefer to see used to stay informed?

ANSWER CHOICES	RESPONSES
School email	60.48%
Text messages	47.08%
School websites	45.36%
School newsletters	33.33%
Automated phone calls	32.30%
Facebook	26.80%
The Greenfield Recorder	4.12%
Twitter	2.75%
Word of mouth (a friend or neighbor keeps me informed)	2.06%
Radio News	1.72%
TV News	1.37%

How effective are the Greenfield Public Schools information resources in helping you find answers to your questions?

ANSWER CHOICES	RESPONSES
Extremely effective	6.35%
Very effective	32.44%
Somewhat effective	47.49%
Not so effective	12.71%
Not at all effective	1.00%

Next steps

- Brand Building of the Greenfield Public Schools
- Communications Plan
- School Committee Community Outreach Plan



Thank you