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Dr. William C. Collins—Superintendent
Philip Purciello—Communications Specialist

Newington Public Schools

Strategic Communications Plan

District Mission:

The Mission of the Newington Public School System, an educational partnership of school, family and community, is to ensure every student acquires the knowledge, skills and attitudes to continue to learn, live a productive life, and contribute to a diverse, rapidly changing society. This is accomplished within a caring environment through a planned program of quality learning experiences that challenge and encourage each individual to reach full potential.



Newington Public Schools

131 Cedar Street
Newington, Connecticut 06111

**Every Student
College, Career, and Citizenship Ready**

Phone: 860-667-2000
Facebook.com/NewingtonPS
@NewingtonPS on Twitter

www.npsct.org



District Beliefs

- Each individual has worth and deserves respect.
- Every individual is unique and deserves recognition.
- Every individual can learn.
- Motivation directly affects learning.
- Performance is directly related to expectations.
- Learning is a life-long process.
- Effective education empowers individuals to reach full potential.
- Education expands options throughout life.
- Effective education is essential to the future well being of our society.
- Education is the shared responsibility of student, family, school system and community.
- Individuals are accountable for their own actions.
- The teacher's role in the education process is vital to the success of the learner.
- Family support, commitment and involvement strengthen student learning.
- The commitment of the entire community is vital to an excellent school system.
- Success builds self-esteem; self-esteem promotes success.
- The understanding of and respect for diversity strengthens society.
- Change is inevitable and creates the opportunity to grow.
- Excellence in education is worth the investment of time, effort and resources.
- The entire community benefits from an excellent school system.



Stakeholders

Newington Public School's stakeholders are composed internal and external audiences. Each stakeholder plays a valuable role in the success of Newington Public Schools, and benefit from the success of the District.

Internal

- Certified Staff
- Principals
- Support Staff Employees
- Administrators
- Professional Support Staff
- Current Students

External

- Parents
- Alumni
- Taxpayers of the District
- Business Leaders
- Media
- Parent-Teacher Organizations
- Civic Leaders
- Elected Officials
- Local Colleges and Universities
- New Residents of the District
- Neighboring School Districts
- Residents without Children in the District Schools
- Prospective Residents of the District
- Newington Education Foundation



Communication Goals

G1. Develop collaborative relationships with stakeholders to strengthen the support of Newington Public Schools.

G2. Employ a variety of methods to increase support and awareness of the District's goals and programs.

G3. Maintain a positive and proactive media relations program with local, state, and national press entities to enhance the image of Newington Public Schools.

G4. Define the flow of information to stakeholders, both internal and external, regarding safety issues and crisis management.

G5. Identify and promote clear channels for feedback.

G6. Establish an effective employee communication plan to improve internal communication.

G7. Promote Newington Public Schools and the Red School House logo as the District's brand.



Strategies

G1. Develop collaborative relationships with stakeholders to strengthen the support of Newington Public Schools.

- S1. Identify stakeholders to serve as “Key Communicators”.
- S2. Develop a distribution list of Key Communicators and define methods of collaborative communication.
- S3. Promote volunteer opportunities in schools and departments.
- S4. Arrange for a District representative to attend community meetings when possible and applicable.
- S5. Develop a Newington Alumni Association.

G2. Employ a variety of methods to increase support and awareness of the District’s goals and programs.

- S1. Design paper materials for distribution throughout the district.
- S2. Implement, maintain, and expand District social media presence.
- S3. Maintain a uniform and up-to-date website.
- S4. Produce video of District events to support internal and external communications.
- S5. Utilize new technology to modernize and streamline communication of the District’s goals.



Strategies

G3. Maintain a proactive media relations program with local, state, and national press entities to enhance the image of Newington Public Schools.

- S1. Coordinate with local access television to increase programming contributed by the District.
- S2. Format all press releases utilizing Associated Press standards.
- S3. Produce and distribute regularly occurring videos discussing news, projects and occurrences throughout the District.
- S4. Increase the size and scope of the press contact distribution list.

G4. Define the flow of information to stakeholders, both internal and external, regarding safety issues and crisis management.

- S1. Develop a “Crisis Scale” to determine the magnitude of the crisis and the proper communications protocol associated with each level.



Strategies

G5. Identify and promote clear channels for feedback.

- S1. Develop a process for receiving, tracking, and responding to complaints.
- S2. Regularly engage stakeholders with surveys to identify concerns and best practices.
- S3. Host District “town hall” events with stakeholders .

G6. Establish an effective employee communication plan to improve internal communication.

- S1. Create standardized District templates for printed and electronic materials.
- S2. Offer communications training sessions to administrators and interested staff.
- S3. Identify and disseminate proper protocol for professional communication when utilizing District resources.

G7. Promote Newington Public Schools and the Red School House logo as the District’s brand.

- S1. Engage in a proactive branding campaign to increase positive public opinion and recognition of the District.
- S2. Promote and expand the presence of the Red School House logo through promotional merchandise.
- S3. Advertise the District, its services, programs and upcoming events throughout the district.