



STEM Communications 2021-22 Plan

Communications Planning

- The Communications Team met for a two-day retreat on May 26 & 27 to review the 2020-21 School Year and begin planning for the 2021-22 School Year.
- Retreat included the following:
 - SWOT Analysis of the Communications team and current plan
 - Development of the Communications Plan for the 2021-22 School Year
 - Development of the Communications Manual to assist with replication and onboarding.

Communications Planning

- SWOT Analysis
 - Strengths
 - i. Strong creative content creation
 - ii. Strategic Communications
 - iii. Community Engagement
 - Weaknesses
 - i. Board Communications
 - ii. Reinforcement of STEM Branding
 - iii. Communications Channels need to be refined

Communications Planning

- SWOT Analysis
 - Opportunities
 - i. P-TECH
 - ii. Athletics
 - iii. STEM Board of Directors
 - Threats
 - i. Declining enrollment
 - ii. Teacher/Staff Retention and Attrition
 - iii. Criminal and Civil Court Cases

2021-22 Communications Plan

STEM School Highlands Ranch is committed to open, honest and ongoing communication with our internal (staff and students) and our external (families and community partners) audiences. We understand that maintaining a two-way conversation with our audiences is essential for building relationships and trust. This plan is a working document and we welcome feedback as the year progresses.

- The Communications Plan is intended to:
 - Foster strong relationships through clear and timely communication with all audiences.
 - Provide a framework for how clear and concise communication will be developed and communicated.
 - Outline a communications program that directly helps achieve our strategic goals

2021-22 Communications Plan

Target Audiences

Internal Audiences

- Students
- Staff and Teachers
- STEM Board of Directors
- Leadership and Administration

External Audiences

- Parents
- DCSD Board of Education
- Prospective Employees and Families
- Peer Schools
- Parent Organizations
- Industry Partners/Business Organizations
- Elected Officials
- Civic Groups/Neighborhood Associations
- Education Institutions
- Media Members/News Outlets

2021-22 Communications Plan

Roles - Leadership & Administration Team

The School's Leadership & Administration Team guides all communication efforts with assistance from the Communications Team (Director and Manager). Communications efforts include messaging on SWOT (strengths, weaknesses, opportunities and threats), adherence to policy, promoting engagement and relationship building, etc.

2021-22 Communications Plan

Roles - Leadership Team

- Dr Penny Eucker, Executive Director
- Dr Karen Johnson, Director of Curriculum and Accountability
- LynAnn Kovalesky, Elementary School Director
- Maura Ridder, Middle School Director
- Ryan Alsup, High School Director
- Christina Wu, Director of Student Support
- Michelle Gasser, Professional Development Director
- Aimee McElroy, K-8 Dean
- Parag Patel, 6-12 Dean
- Robert Hoornstra, Chief Operating Officer
- Mike Pritchard, IT Director
- Kathy Reid, Office Manager
- Stephanie Webb, Office Manager
- TBA, RN, Chief Medical Officer/School Nurse
- Star Ake, CPA, Chief Financial Officer
- Sara Phelps, Enrichment Director
- Nicole Bostel, Director of Communications

2021-22 Communications Plan

Roles - Administration Team

- Dr Penny Eucker, Executive Director
- Dr Karen Johnson, Director of Curriculum and Accountability
- LynAnn Kovalesky, Elementary School Director
- Maura Ridder, Middle School Director
- Ryan Alsup, High School Director
- Christina Wu, Director of Student Support
- Aimee McElroy, K-8 Dean
- Parag Patel, 6-12 Dean

2021-22 Communications Plan

Roles - Communications Team

- The School's Communications Team is responsible for providing direction and strategy for messaging that is desired by the Leadership Team.
- The team will provide advice and counsel on best practices, as well as the best communications channels to use to disseminate information.
- The Director of Communications will serve as the spokesperson for the school, with the Communications Manager serving as the back-up.

2021-22 Communications Plan

Roles - Communications Team

Additional areas of focus include:

- Print and digital publications
- Content Development
- Website maintenance and development
- Social media engagement
- Marketing and advertising
- Media Relations and Crisis Communications
- Continued analysis and evaluation of communications functions to identify improvements (feedback)
- Provide media training to staff
- Assist with special projects in relation to PTO, SAC, Board of Directors, etc

2021-22 Communications Plan

Theme for 2021-22 is #STEMStrongerTogether

Communication Goals, Objectives and Tactics

- Goal: Promote the Strategic Plan BHAG and the five individual goals to the whole STEM community.
 - Objective: Increase awareness and knowledge around the STEM Strategic Plan with new to STEM families and returning families in order to increase participation at the STEM Strategic Plan Town Hall by 20% from the previous year.
 - Tactics: Informational video content; Updates to website; Strategic Plan Monthly Updates; Town Hall Promotional videos

2021-22 Communications Plan

Theme for 2021-22 is #STEMStrongerTogether

Communication Goals, Objectives and Tactics

- Goal: Demonstrate STEM's improvements to the work culture
 - Objective: Create/share up to one post a week that demonstrates #STEMStrongerTogether #STEMStaffSpartans.
 - Tactics: Creative content on the work that Michelle Gasser is implementing; Capturing opportunities that the STEM Leadership Team is implementing throughout the school; Welcome to STEM New Hire Videos; Real-time content of staff-wide events that help build positive culture

2021-22 Communications Plan

Theme for 2021-22 is #STEMStrongerTogether

Communication Goals, Objectives and Tactics

- Goal: Showcase student engagement, success and school pride.
 - Objective: Create/share up to one post a week that demonstrates #STEMStrongerTogether #STEMSpartans .
 - Tactics: Creative content around student internships, mentorships, building ships and additional opportunities that are unique to STEM; highlight student awards; highlight Athletic Department news and events; highlight music, arts and theatre news and events; highlight Enrichment news and events; connect with STEM Alumni

2021-22 Communications Plan

Theme for 2021-22 is #STEMStrongerTogether

Communication Goals, Objectives and Tactics

- Goal: Promote STEM School Highlands Ranch as the premier place for students to attend school
 - Objective: Develop marketing materials to help increase enrollment for the 2022-23 School Year by 15%.
 - Tactics: Promotional videos by school; gather data from waitlist parents; updated printed collateral for distribution at public events; marketing initiatives; weekly media relations

2021-22 Communications Plan

Theme for 2021-22 is #STEMStrongerTogether

Communication Goals, Objectives and Tactics

- Goal: Build trust and confidence in the STEM Leadership Team with the STEM community
 - Objective: Create/share one content element per week highlighting the work that #STEMLeadership is doing.
 - Tactics: Reintroduction of Leadership Team members, roles and responsibilities; Welcome to the STEM Staff and Welcome to the New School Year videos; Dr Eucker's Weekly Newsletter; School Director monthly updates

2021-22 Communications Plan

Theme for 2021-22 is #STEMStrongerTogether

Communication Goals, Objectives and Tactics

- Goal: Support fundraising efforts for STEM
 - Objective: Create/share one creative content element once a month on financial ways to support STEM.
 - Tactics: Promote STEM's PTO giving initiatives; Promote Colorado Gives Day and other opportunities to give to STEM; show what the funds are going to

2021-22 Communications Plan

Theme for 2021-22 is #STEMStrongerTogether

Communication Goals, Objectives and Tactics

- Goal: Educate and engage the STEM community STEM's processes and procedures
 - Objective: Create monthly engagement opportunities for parents to get their questions answered around specific STEM processes and procedures.
 - Tactics: content around STEM Driveline; Communications Pathways; Lunch Options; communications page on the website; content around Health Services and COVID protocols; Safety at STEM; Volunteering at STEM.

Questions?

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