

BPS Community Relations Duties/Tasks (reviewed annually; updated August 2020)

Mission: Empower every learner to thrive. Values: Excellence, Innovation, Inclusion and Leadership

Vision: Together, our strong relationships build inclusive, collaborative and innovative environments that create agency and inspire a passion for learning, excellence and discovery.

The Community Relations Department supports and promotes the mission and vision of BPS by building awareness, participation and value of the district with stakeholders. The Community Relations staff believe that any new initiatives in education, to be most successful, need a well-thought out communications plan before, during and after implementation.

The Community Relations Department is committed to open, honest, accurate, timely and ongoing communication with stakeholders about district issues, decisions, achievements, procedures, policies and programs. Maintaining a two-way conversation with stakeholders is essential for building relationships, which are the foundation of a strong school system and promote a climate of trust between the school district and its patrons.

- *Key Communicators: a group of parents, legislators, & community leaders who receive regular information via email from BPS. They also provide feedback to BPS on certain issues/problems.*

Audience	Communication Method	Frequency	Evidence
All	Social Media (Facebook & Twitter)	Daily	Social media
All	Monitor BPS & other social media sites	As needed	Social media
All	District Website	Daily	Website
All	Local news media stories	Daily/weekly	Log & monitor
All	Information requests from all publics	Daily	Not monitored
All	Notifications of school/BPS events (PSAs)	Weekly	Emails to all media
All	Distribution of materials to students	Daily/weekly	Approval forms
All	Annual Report	Annually/August	Board, Tribune & web
All	Board meeting notices	Before board mtgs.	Web, social media, Key, PTO
All	Board meeting news releases	After board meetings	Web, social media, Key, PTO
All	Board approved monitoring reports	After board meetings	Web, Lead Team, Key, PTO
All	BPS logos/branding	As needed	Web, Secretary of State

(Community Relations keeps a copy of all school logos; BPS Foundation handles licensing)

All	Parent/public presentations	As needed	Web, emails, social media
All	Parent/public surveys	As needed	Web, emails, social media
All	Parent/public publications online	As needed	Web
All	Outdoor sign messages on Washington St.	Weekly	Document available
All	BPS Calendar & Calendar Committee	Annual	Web
All	Chamber EDC newsletter, etc.	Monthly articles	Copies available
BCHA	Burleigh County Housing Authority	Quarterly articles	Copies available
Key Comm.	Emails to Key Communicator group	2/month (min.)	Emails
PTOs	Emails to PTO presidents	2/month (min.)	Emails
Media	Personal meetings with education reporters	Fall	Outlook calendar
Media	Respond to media requests	Daily	Emails, phone calls, texts
Media	Provide story ideas in Tip Sheet	Fridays Aug-May	Copies available
Media	Y93 Minutes on air re: BPS activities	Mon-Fri.	Emails
Media	Y93 Fill the Bus school supply drive	Annually/Fall	Supplies in Hughes gym
Media	Hometown student/staff award stories	As needed	Tribune stories
Parents	Emails & Texts through Swift K12	As needed	Swift K12
Parents	Send mandatory notifications	As needed	SwiftK12, school newsletters
Parents	Emergency Notification System	As needed	Swift K12
Parents	Friday Flier (K-8 parents only)	Every other Fri.	Swift K12 & web
Parents	Newsletters (K-5 monthly; 6-12 quarterly)	Regular	Copies available
Parents	Exit survey reports	Review regularly	Copies available
All staff	Electronic newsletter, <i>intercom</i>	Fridays Aug-May	Emails; on web
All staff	Important BPS-related emails	As needed	Emails
All staff	Bathroom stall posters	Weekly Aug-May	Copies available
All staff	Employee bulletin board flyers	As needed	Approval sheets
All staff	Back-to-school employee event	Annual/Fall	Agenda, script

All staff	Thumbnail Sketch info on BPS	Annual/Fall	Copies
Staff	PR for Employee Recognition Dinner	Annual/Spring	Copies available
Staff	Assist with news media, event PR, etc.	As needed	Not monitored
New admins.	Face-to-face mtg. re: public relations	As needed	Outlook calendar
Principals	Communications & media assistance	Regularly	Emails
Secretaries	Communication & assistance	Regularly	Emails
Students	School posters from community groups	2/week (avg.)	Approval sheets
Partners	City, Co., Parks, YMCA, Chamber, etc.	2/month minimum	Key Communicator emails
Service Clubs	Provide BPS speakers for their meetings	As requested	Outlook calendar
Crisis Team	Arrange meetings, speakers, lunch	4/school year	Outlook calendar
Legislators	Part of Key Communicator Group	2/month minimum	Emails
	Breakfast every other year prior to session	By invitation	Email
Realtors	Annual email & Thumbnails for clients	Fall	Email
Voters	Market bond elections; report construction progress	As needed	Multiple methods
Local Groups	Field trips, presentations, fundraisers	As needed	Via phone, email
Private schools	Share Friday Flier, monitor enrollment	school year	Copies of FF available
Internal	Exec. Team, District Leadership, Budget	Serve on these teams	Outlook calendar
Internal	Emergency Communications Plan	Regular updates	Copy available
Internal	School visits	1/week average	Outlook calendar
Internal	Promotional materials	As needed	Copies available
Internal	Video projects & still photographs	As needed	Web, social media, etc.
Internal	Assist BPS Foundation & Bur. Co. Supt.	As needed	Emails
Prov. Dev.	National Prof. Development via NSPRA	Every 3 rd year	Report to the Supt.
Prof. Dev.	Local Prof. Development (IABC, LBMAA)	Attend meetings	Outlook calendar
Prof. Dev.	Network with local PR professionals (Parks, City, PD, etc.)		Outlook calendar
Prof. Dev.	Attend Chamber meetings & events	As needed	Outlook calendar