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2006 – 2008 Communication Plan

The Sweetwater Union High School District is committed to creating and maintaining positive, mutually beneficial relationships with the internal and external audiences it serves. As an industry, educational public relations professionals assist in interpreting public attitudes, identify and shape policies and procedures in the public interest, and carry on involvement and information activities that earn public support and understanding.

The 2006 – 2008 Communication Plan, developed by the Grants and Communication Department and its consultant, was developed to support the department's mission to bring in outside resources to fund innovation in teaching and learning and to promote public awareness and support for Sweetwater students, schools and services. The plan incorporates the values of the Public Relations Society of America's Code of Ethics and is a guide for carrying out the standards of the National School Public Relations Association.

The Communication Plan objectives are to:

- Raise awareness of the district's positive contributions, programs and accomplishments.
- Create a single voice for all district spokespeople, including board members.
- Enhance two-way communication between school sites and Grants and Communications staff.
- Actively manage communication for key issues.

The plan strategies focus on the following:

- Increase **internal communication** among District staff and school sites
- Develop up to date, professional printed and electronic **materials**
- Engage in **media relations** to share the District's success
- Conduct **community outreach** to strengthen relationships in neighborhoods the District serves
- Coordinate **government relations** activities to ensure open communication between the District and other government entities
- Develop **multicultural communication** programs to effectively reach the District's diverse communities

Maximizing student achievement for 7th – 12th grade students and adult learners throughout South San Diego County

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Highlights of the tactics described in the Communication Plan include:

- Meet with internal and external stakeholders
- Assign school site liaisons from the Grants and Communications Department
- Develop a speakers bureau
- Conduct customer service training at school sites
- Create new informational materials
- Promote good news stories to the media
- Meet with city managers
- Identify and train spokespeople
- Translate materials

For more information about the Sweetwater District 2006 – 2008 Communication Plan, contact Lillian Leopold in the Grants and Communications office at 619-691-5578 or lillian.leopold@suhsd.k12.ca.us

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