



## **Levels of Communications Support and Services**

### Regional Communications Support (Tier I)

Complimentary

*PSESD Connects* – Quarterly superintendent newsletter with seasonal messages, news articles for families and staff, public relations strategies for leadership, and upcoming PSESD events of interest.

*Communications Resource Library* – A web-based repository of useful communication materials and samples on boundary adjustments, budget, crisis communications, election measures, parent notification letters and other topics.

*CommNet* – Quarterly meetings of regional communications staff to discuss current challenges, share ideas and best practices, technology-based communications tools and systems, professional development and trainings, and network.

*Communication Consulting* – Peter Daniels, Executive Director of Communications and Public Relations, is available to discuss potential communication strategies and responses regarding crisis response, community engagement, emerging issues, media relations, and ongoing communication strategies for your district.

### Communication Consulting Services (Tier II)

Fee-based

*Bond and Levy Assistance* – Support for school district’s informational campaigns and activities including community meetings, electronic and print publications, and media outreach.

*Crisis Communication* – PSESD staff can provide internal and external communication support for districts to effectively manage crisis situations. Services may include leadership talking points, emergency letters, community meetings, and media relations depending on the event.

*Creative and Graphic Design Services* – School district newsletters, community reports, calendars, more complex parental notifications and more. We provide research, writing, art direction and layout service on any topic and can assist with printing needs.

### *District Communications Services*

-Communication Audits & Reviews – This service provides a complete data-driven assessment of what your communication and public relations program dollars are giving you *and* your customers. Your customized audit could focus on any or all of the following areas: internal communications, print and electronic publications review, external communications, communication program/process, and key issues.

-Communication Training – The PSESD PR team conducts a variety of trainings for large or small group audiences. Topics range from graphic design basics to media relations to district ambassadorship.

-Community Engagement and Outreach – We can design and implement inclusive dialogue and outreach processes in order to gather the collective opinions of your district stakeholders.

*SchoolReport.Org (emergency notification system, currently offered)* - Post your emergency school closures using a web-based network. Your district news and information is sent to all designated media at the touch of a button.

*Social Media Marketing* - Social media marketing refers to the process of gaining traffic or attention through social media sites. We can assist with providing educational-use policy guidance and the tools to use this new media effectively.

*Video Production* – Bring any topic to life by bringing the focus back to the heart of public education — the kids. It has been said that a picture says a thousand words, and a video brings that picture to life. Videos work best as personal stories that take your viewer on a journey of discovery.