

POSITIONING STATEMENT/VISION

THROUGH THE OBJECTIVES OUTLINED IN THIS COMMUNICATION PLAN, THE SEL DEPARTMENT WILL CONTINUE ADVANCING ITS SEL 2.0 STRATEGIC INITIATIVES, INCLUDING: TRANSFORMING DISTRICT-WIDE CULTURE, DEVELOPING ADULTS THROUGH LEARNING OPPORTUNITIES, LEVERAGING SEL COMPETENCIES TO ADVANCE EQUITY PRACTICES, SUPPORT DEVELOPMENT OF AN INTEGRATED MENTAL HEALTH SYSTEM, AND CONTINUING TO GROW AS A NATIONAL LEADER.

AUDIENCE

THE FOLLOWING COMMUNICATIONS TACTICS WILL TOUCH MULTIPLE AUDIENCES:

Internal

1. Students
2. Staff – leadership and onsite
3. Board of Trustees

External

1. Parents/guardians & parent organizations
2. Business community
3. Elected city officials
4. Civic groups
5. Community & local educational groups

PUBLIC RELATIONS/EXTERNAL COMMUNICATIONS

GROW AWARENESS AROUND SEL ACROSS EXTERNAL AUDIENCES AND IMPROVE MEDIA RELATIONS LOCALLY

ESTABLISH A CLEAR, HUMANISTIC IDENTITY FOR SEL IN THE DISTRICT

- Create key messages to establish “one clear voice” throughout all communication channels, including defining talking points for Pete and Dr. Cruz and other district leaders
- Update all collateral for SEL 2.0 rollout including flyer templates, brochures, letterhead, reference sheet, booklet (momentous)

DEVELOP AND MAINTAIN POSITIVE, COLLABORATIVE RELATIONSHIPS WITH STAKEHOLDERS

- Work with Office of Innovation and Development to implement a strategy for (quarterly) donor communications
- Build on local organization relationships with hope to expand outside of district (i.e. Blanton, Contemporary and Bullock Museums)

SHARE UPDATES ON SEL BEST PRACTICES AND RESEARCH RESULTS LOCALLY AND NATIONALLY TO REMAIN A LEADER IN SEL

- Ensure upcoming events (at least 1/month) are submitted to communications dept. editorial committee for web, media and district-wide email publication
- Work with SEL team members, research department (Lindsay Lamb) and SEL national partners (i.e. Novo) to publish articles in journals and associated national agency sites
- Develop process to ensure SEL information is published in school lunch menus and newsletters on a monthly/quarterly basis, in addition to sharing district-wide newsletters/smoes



- Develop living, digital SEL Knowledge Product (in collaboration with NoVo & EdFirst; Collaborative Communications)

WEBSITE

CREATE A USER-FRIENDLY WEB EXPERIENCE FOR PARENTS/FAMILIES, OTHER SCHOOL DISTRICTS AND AISD STAFF TO LEARN FROM AND UTILIZE SEL RESOURCES

IMPROVE USER EXPERIENCE FOR FAMILIES, SCHOOL LEADERS, THE GENERAL COMMUNITY AND EXTERNAL DISTRICT VISITORS FOLLOWING ADA COMPLIANCE GUIDELINES

- Incorporate SEO best practices including embedded graphic/photos, videos, links/resources, keywords focused on the above named audiences
- Assist with page additions and updates regarding cross-departmental collaborative groups: Family/Community, Cultural Proficiency & Inclusiveness, respect for all, MTSS, Mindfulness

VIDEO

CREATE AND DISTRIBUTE VIDEOS AS A VISUAL WAY TO SHARE CONTENT AND ENGAGE WITH INTERNAL AND EXTERNAL AUDIENCES

CREATE VIDEO LIBRARY OF SEL COMPETENCIES IN ACTION TO BE USED FOR PROFESSIONAL DEVELOPMENT TRAININGS AND EXERCISES

- Mindfulness
- SEL in Academics & other best practices (i.e. classroom management)
- TBRI/NME
-

WORK WITH EXTERNAL AGENCY TO CREATE SEL 2.0 VIDEO FOR INTERNAL (ONBOARDING) AND EXTERNAL USE (COMMUNITY AND OTHER DISTRICTS)

INTERNAL COMMUNICATIONS

MAINTAIN CONSISTENT PRESENCE IN DISTRICT COMMUNICATIONS

ESTABLISH AN EFFECTIVE EMPLOYEE COMMUNICATION PLAN TO IMPROVE INTERNAL COMMUNICATION AND EMPLOYEE ENGAGEMENT

- Develop a "division newsletter" to improve cross-departmental communication within the division of SEL & MTSS
- Attend communications team editorial meetings to share and publish headers, announcements and events on the staff page of AISD.org
- Provide SEL team with talking points or PDs when applicable (presentation best practices)

SOCIAL MEDIA

GROW (AND ESTABLISH) BRAND COMMUNITIES THROUGH SOCIAL MEDIA

AISD SEL WILL BUILD AND IMPROVE RELATIONSHIPS WITH FAMILIES, COMMUNITY MEMBERS, TEACHERS AND LEADERSHIP, AS WELL AS MAINTAIN A POSITIVE REPUTATION IN THE COMMUNITIES WE SERVE, THROUGH RESPONDING TO POSTS, SHARING CONTENT, AND ENGAGING OUR COMMUNITY ON SOCIAL MEDIA SITES

- Audit & create reference sheets of frequently used profiles/logins and hashtags
- Develop content calendar for Facebook, Twitter, Pinterest and the blog with SEL specialist buy-in and support in creating and publishing content geared at specific audiences per platform
 - o Combination of SEL, Family and Mindfulness posts
 - o Create families/communities and Model Campus FB groups off our hosted page
 - o Work with SEL family specialists on sharing updates on FB and the community app

EVENTS

CONTINUE THE DEVELOPMENT DISTRICT-WIDE AND BEYOND OF UTILIZING SEL COMPETENCIES THROUGH ESTABLISHED TRAININGS AND ENGAGING EVENTS

DEVELOP PLAN FOR QUARTERLY/BI-ANNUAL SCHOOL TOURS

- Standardize visit protocol: apply to attend tour, define associated cost, survey for feedback
 - o Day to include: share SEL story, visit schools, end day with data and SEL 2.0 plan
- Implement processes for tracking visitor info
- Define criteria for participating schools (tied with Model Schools criteria) by working with principal/AP, facilitator and specialist to showcases SEL strengths

CREATE A PROCLAMATION TO ESTABLISH A CITY-WIDE SEL MONTH

- Editorial in Statesman, Chronicle and other local media
- Submit proclamation to Austin mayor creating an SEL Month, supported by Dr. Cruz & CASEL
- Define communication plan specific to this designation including events and social campaign

INSTITUTE A STUDENT DATA DIG TO EMPOWER (SECONDARY) STUDENT LEADERS AS AGENTS FOR CHANGE WITH THE SUPPORT OF ADULT ADVOCATES

- In progress at Blanton; led by Jason and Hilary

SUPPORT THE CONTINUED DEVELOPMENT OF ADULTS WITHIN OUR DISTRICT TO IMPLEMENT SEL COMPETENCIES AND CREATE ENVIRONMENTS THAT OPTIMIZE TEACHING AND LEARNING

- Professional development and facilitator training
- PPFT Leadership Pathway

WORK WITH SEL SPECIALIST TO DETERMINE BENEFICIAL CONFERENCES TO HIGHLIGHT AISD

- Create database of where we have presented previously
- Develop tracking process to measure successes
- Research and determine new conference/events to attend and for specialists to present at in order to showcase AISD's SEL work (Where? How many? Who?)

HOST FIRST ANNUAL SEL UNCONFERENCE FOR ALL TEXAS SCHOOL DISTRICTS

- Develop plan for new unconference layout to host Texas district staff
- Plan for and create a safe sharing environment amongst Texas educators and peers

HOST ANNUAL SEL SYMPOSIUM

- Participate in the planning and development of annual SEL Symposium
- Work to promote continual growth around educational topics as well as growing attendee list

PROJECT MANAGEMENT/PROCESSES

FACILITATE THE CONTINUED GROWTH OF SEL PRACTICES THROUGH THE FOLLOWING PROJECTS

DEVELOP REVISED SYSTEM AND CRITERIA FOR MODEL CAMPUSES TO BETTER MONITOR CONTINUED SEL IMPLEMENTATION, OFFER HIGHER QUALITY PD SESSIONS BASED ON FINDINGS AND SHARE BEST PRACTICES DISTRICT-WIDE

- Establish a group of SEL specialists and leaders along with current model campus principals
- Revise the application process to include clearly defined practices and expectations and build understanding of which agencies work with which campuses
- Launch revised selection process for designees including implementation of seed campus cohort
- Designate model campus
- Implement a SEL practices monitoring process

WORK WITH OFFICE OF INNOVATION AND DEVELOPMENT TO DESIGN A PROGRAM/PROCESS TO ALIGN PARTNER SERVICE AGENCIES WITH THE WORK OF SEL/MTSS

- Engage focus groups to build understanding of needs
- Take focus group outcomes to the larger agency group, school leaders and facilitator and SEL team and perform a needs assessment on behalf of each group
- Create follow up focus group to develop a plan to address coordination and processes
- Implement training and test at selected schools
- Once we see results, implement on a broader scale

COMMUNICATIONS COORDINATOR TO SHADOW SEL SPECIALISTS IN ORDER TO BETTER UNDERSTAND THEIR DAY-TO-DAY RESPONSIBILITIES AND HOW THEY CONTINUE TO DEVELOP/IMPLEMENT SEL PRACTICES AT SCHOOLS