

# **Glen Ellyn School District 41**

Ignite passion. Inspire excellence. Imagine possibilities.

793 North Main Street, Glen Ellyn, IL 60137



# **Community Engagement Plan 2015/2016**

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**September 14, 2015**

# Overview

What is community engagement?

Highlights from 2014/15

Summary of Plans for 2015/16

- Goal
- Strategy
- Action Steps
- Outcomes

# Community Engagement

Adapt communication based on the needs of the local community with the goal to grow together.

Public Relations Society of America (PRSA)

# About Engagement – PRSA

1. Do not wait to engage.
2. Take a long-term view.
3. Engage with more than who you know.
4. Listening is the most important part of engagement.
5. It is not about you. It's about them.

# Highlights of 2014/2015

- **New Engagement Opportunities** - Town Hall Meetings, Listening Sessions, Open Office Hours, Coffee and Conversations with the Board, State of the District Address
- **Additional Communications** – Weekly District Digest, Annual Report, district facebook and twitter, text messaging for emergency communications
- **Enhanced Media Relations** – Connections with reporters, pitching stories, balanced media coverage

# Goal for 2015/2016

Deepen trust with community members and leaders who live within the District 41 boundaries through **comprehensive communications and meaningful connections.**

# Strategy

- Enhance digital and print communications - Look ahead and provide information early and often
- Focus engagement out in the community – More personal contacts
- Celebrate points of pride and share District 41 stories with the community

# Action Steps

(see full engagement plan)

- Launch new district and school websites
- Print/mailed newsletter 2x year
- Community Facilities Task Force
- State of the District will be presented a number of times out in the community – PTA Council, Rotary, Chamber, Newcomers, League of Woman Voters, etc.
- Participate in the community – GE Backyard BBQ, parades, community organizations
- BOE Hosted Coffees with the Superintendent



# Outcome

**The NSPRA (National School Public Relations Association) professional definition of educational public relations is:**

"Educational public relations is a planned and systematic management function to help improve the programs and services of an educational organization. It relies on a comprehensive two-way communications process involving both internal and external publics, with a goal of stimulating a better understanding of the role, objectives, accomplishments and needs of the organization."

# Connect with us...

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