Stakeholder Engagement & Communication

Engage with Our Community Using a Variety of Consistent Two-Way

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Communication Tools.

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communication strategies.

- Create systems, processes and opportunities for student and staff achievement stories to be disseminated across multiple platforms.



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Critical Initiatives

+ **Streamline and centralize communications platforms.**

Year 1 & 2 Priority

Objective	Engage with our community using a variety of consistent two-way communication tools.	
Critical Initiative 1	**Intended Outcomes**	**Key Measures**
Streamline and centralize communications platforms.	Efficiency and effectiveness in messaging across all schools and departments	Stakeholder perception/survey data (Title I survey, GA School Climate Survey)
	Improved understanding of education avenues	Increased open rates of communication
Activity 1	Collect data on audience & audit current platforms.	
Activity 2	Redesign the RCSS website and develop an RCSS app.	

+ **Develop a district-wide communications plan.**

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Year 1 & 2 Priority

Objective	Engage with our community using a variety of consistent two-way communication tools.	
Critical Initiative 2	**Intended Outcomes**	**Key Measures**
Develop a district-wide communications plan.	Improved perceptions of stakeholders regarding communication by 10% by 2030.	Stakeholder survey results Title I survey GA School Climate Survey Digital engagement analytics Crisis communication plan
Activity 1	Create a strategic communications plan.	
Activity 2	Add a crisis communication plan to the district communication plan.	
Activity 3	Create a centralized communication calendar.	

+ **Train staff and school district leaders in effective communications strategies.**

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Objective	Engage with our community using a variety of consistent two-way communication tools.	
Critical Initiative 3	**Intended Outcomes**	**Key Measures**
Train staff and school district leaders in effective communication strategies.	Improved communication between schools and families by 10%	Stakeholder survey results
	Increased opportunities for two-way communication	Agenda and sign-in sheets
		Focus group data
Activity 1	Develop and implement a customer service training plan.	

+ **Create systems, processes and opportunities for student and staff achievement stories to be disseminated across multiple platforms.**

Objective	Engage with our community using a variety of consistent two-way communication tools.	
Critical Initiative 4	**Intended Outcomes**	**Key Measures**

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Create systems, processes and opportunities for student and staff achievement stories to be disseminated across multiple platforms.	Increased exposure to positive news stories	Media analytics data
		Social media analytics
		Onflo positive responses
	Increased engagement on owned media by 10%	Spotlight positive behavior data
Activity 1	Refine the communications support request process.	
Activity 2	Launch a community-wide newsletter.	

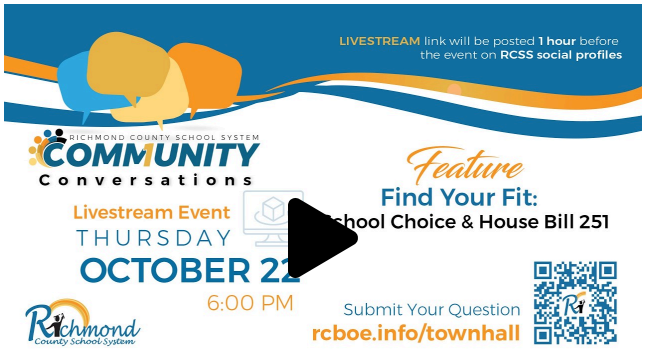
+ Enhance partnership program to foster community involvement.

Objective	Engage with our community using a variety of consistent two-way communication tools.	
Critical Initiative 5	**Intended Outcomes**	**Key Measures**
Enhance partnership program to foster community involvement.	More meaningful mutually beneficial partnerships	Partnership survey data
		Number of monthly visitors in schools
Activity 1	Identify current partnerships and level of partnerships.	
Activity 2	Establish processes/protocols for engaging.	
Activity 3	Engage in thanking partners.	
Activity 4	Draft framework components.	
Activity 5	Develop a communication plan.	

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The Plan In Action

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Community Conversations | Find Your Fit

(https://www.youtube.com/watch?v=bJxhPSUejhc)

RCSS Media(https://www.youtube.com/channel/UCkW8UhkFKnnG5i9WkHvQdfA) 4d



(https://www.youtube.com/watch?v=Eb940wjMxR8)
RCBOE Board Meeting | October 20, 2026

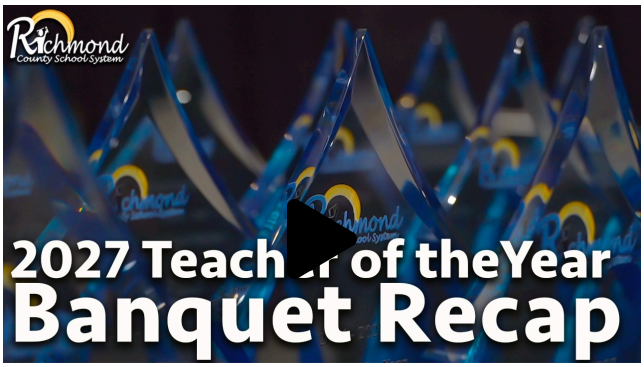
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(https://www.youtube.com/watch?v=EwuOoMwjdpc)
Freedom Park K-8 Teacher Tameika Stoking Named 2027 Richmond County Teacher of the Year

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RCSS Teacher of the Year Finalist - Tameika Stokeling

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RCSS Teacher of the Year Finalist - Courtney Lawrence

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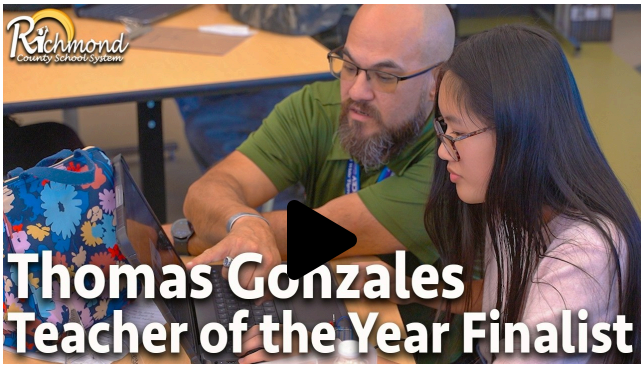
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