

Talawanda School District

Strategies for Communication



Vision Message:
Achieving Excellence Together!

- **How do we place information in the community (and beyond) that supports our vision and mission focus of EXCELLENCE?**

ANSWER...

- **By identifying our key audiences and researching the different ways community members receive news and other types of information.**
- **The district will utilize all methods of communication and increase the use of technology as advances are made and usage increases.**

Communication and the Future...

- **Talawanda is interested in growing and evolving to meet the needs of an ever-changing student population and their families.**
- **Through a process of research/review, selective abandonment, and enhancement we will meet our communication goals.**

Key Audiences Internal/External

- **Internal: *BOE, Administration, Certificated/Classified Staff, Students***
- **External: *Parents, General Public, School Groups, Service Clubs, Business Community, Churches, Non-Public School Families, Prospective Residents, Miami University***

Key Communication Roles

- **Community Relations**
- **Media Relations**
- **Electronic/Literature Development & Distribution**
- **Social Media**
- **Networking**
- **Image/Culture Building**

New/Improved Initiatives

- **Expansion of Social Network Communications**



- **Increasing Electronic Communication**
- **Developing Targeted Messaging Groups**
- **Expand School Messenger**
- **Develop a District Promotional Movie**