



2021-22 Communications Goals & Strategies: Capistrano Unified

August 18, 2021

Communication Highlights

Published 141 stories on CUSD Insider - 205,056 page views (28% increase from last year)

Created and distributed 4 Capo Talk Electronic Newsletters

Distributed 50 “All-Family” emails through School Messenger, representing 2.3 million individual communication touch points throughout the District

Created 19 media advertisements to highlight reopening schools, educational options, and thank teachers and staff for opening our schools in September and October

CUSD Insider was honored during this year’s Orange County Press Club contest with four awards, announced during a live virtual event on July 22, 2021. CUSD Insider took first place for best COVID-19 coverage in the non-traditional or specialty publication category with the following stories:

[Capistrano Unified provides transparency to families with COVID-19 dashboard](#)

[Social distancing for kids in the age of COVID-19, Capistrano Unified shares resources](#)

[Capistrano Unified serves more than 1,000 free meals during COVID-19 school closure](#)

[As classrooms go virtual, CUSD teachers are prepared](#)

[CUSD teachers, students embrace distance learning amidst school closures](#)



District Goal for 2021-22

Develop a communication plan approved by the Board of Trustees that fully implements two-way communication, public engagement, and markets CUSD schools Districtwide to build trust, transparency, and confidence in CUSD.

District Sub-Goal #1

Move communication away from email toward text messages, particularly communications to families.

- Communications Goal: Increase open rate of District messages to support CUSD families
 - Strategy: Utilize Talking Points software to communicate to families in their preferred language
 - Strategy: Send text messages to families utilizing a “Headline” and a link to more information

Measure: At least 20% increase in CUSD Insider Page Views increase from 205,000 in 2020-21 to 240,000 in 2021-22

District Sub-Goal #2

Improve communication to Spanish-speaking families.

- Communications Goal: Increase engagement with families using their preferred language
 - Strategy: Translate Board of Trustee agenda items that have District-wide impact for students and families
 - Strategy: Translate CUSD Insider stories and share on Spanish language Facebook page
 - Strategy: Communication staff will participate in District English Learner Advisory Committee (DELAC) and Bilingual Community Liaison (BCL) Meetings to share and develop two-way communication

Measure: Increase translation of CUSD Insider articles from zero to 44

Measure: Increase translation of Board agenda items from zero to 12

Measure: Increase participation in DELAC and BCL meetings from zero to 7



District Sub-Goal #3

Provide training to ensure all communications are geared to their intended audience, acknowledge when mistakes are made, and correct when appropriate.

- Communications Goal: Relentlessly support families and seek to improve CUSD programs for our students
 - Strategy: Participate in monthly CUCPTSA meetings to seek feedback and input from families
 - Strategy: Collaborate with CUCPTSA leadership to identify concerns and potential outcomes
- Communications Goal: Provide professional development opportunities to Extended Cabinet and Principals

Measure: Provide two training opportunities for Extended Cabinet and Principals

Measure: Review District communication for audience and forecasting concerns

District Sub-Goal #4

Create systems to better anticipate and prepare for community response to agenda items, events that occur in the District, state and local news that may affect students, etc.

- Communications Goal: Continue to develop Leadership Foresight skills to forecast potential issues and anticipate
 - Strategy: Participate in monthly Board agenda planning to discuss potential agenda items and plan proactive communication to stakeholders
 - Strategy: Create Board Agenda Topic Map to pre-plan proactive communication tied to agenda items
 - Strategy: Provide training to Extended Cabinet and Principals to develop communication and foresight skills
 - Strategy: Create crisis management toolkit to share with school sites

Measure: Participate in at least 12 Board agenda planning meetings

Measure: Provide two training and development opportunities for Executive Cabinet

Measure: Finalize and share a digital Crisis Management toolkit with Principals and District Leadership



District Sub-Goal #5

Provide frequent public communication about how the one-time COVID funds are being used.

Communications Goal: Ensure CUSD families and stakeholders understand the budget and the use of COVID funds to support students

Strategy: Distribute communication to families during Welcome Back, Back to School, Open House, and include in districtwide communications to families

Strategy: Develop stories on the use of funds and share via text to families

Strategy: Pitch stories to the news media and support development of stories to a wider audience

Measure: Develop 10 message points on investment of COVID funds to support CUSD students to use in video and written communication to the community

Measure: Publish 20 stories highlighting the investment of COVID funds to support students

District Sub-Goal #6

Revise the CUSD web site to clear up the clutter and make it easier to search and navigate important information.

- **Communications Goal: Build a new website to better serve our CUSD community**
 - Strategy: Partner with Technology and Information Services to support District efforts to build and launch new website
 - Strategy: Identify a company and create a timeline for a website launch
 - Strategy: Collaborate with school sites and district departments to review individual websites and web pages and identify plan to map to the new site

Measure: Develop and launch the new website by May 2022

District Sub-Goal #7

Re-examine the tools and design techniques used for surveys to get accurate results

- Communications Goal: Assist the Board of Trustees and District staff in procuring accurate data to make decisions, create program improvements, and serve CUSD students
 - Strategy: Identify a polling company to partner with CUSD
 - Strategy: Develop a baseline poll to measure support, strengths, and challenges within the District
 - Strategy: Utilize the polling company as questions and/or decisions arise throughout the school year

Measure: Conduct a Family Satisfaction Poll (Baseline) at the beginning and end of the school year

Measure: Provide training to appropriate Extended Cabinet members to develop in-house expertise on the creation of surveys

Next Steps

After Trustees approve Strategies and Goals, create a project management plan and timeline for the 2021-22 school year.





2021-22 Communications Plan

August 18, 2021