



LINDBERGH SCHOOLS

Communications Plan

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Introduction

Lindbergh Schools is committed to providing the community with relevant, timely communication that promotes transparency, school spirit and a strong foundation of trust. Open, frequent communication is the foundation for a strong school system.

The goal of this communication plan is to provide a written procedure detailing the district's methods of communicating with the public. This includes:

1. Communications Department Goals
2. Department Contact Information
3. Instructions for employees about how to respond to the media
4. Communication guidelines for emergency situations
5. Rules for the types of communication permitted by staff members
6. Expectations regarding the frequency of communication with parents/guardians and the community
7. Use of the district's website and social media
8. How we share information within the district
9. How we share information with the public
10. Sources for information about the district's programs
11. Rules for the use of district and school names, mascot and logo

This plan is a working document that is reviewed on an annual basis by the Communications Department. In all communications, the Board of Education and Lindbergh administration strive to disseminate accurate and timely information about district policies, programs, procedures, achievements, decisions and critical issues. We strive to eliminate rumors and misinformation, observe confidentiality and other restrictions imposed by law and Board policy, and promote a climate of trust between the school district and its patrons.

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Communication Compass Goals: 2022-23

HOW

Engage the Lindbergh community to cultivate support, understanding, trust and confidence through open, honest communication.

WHAT

Maintain a strong Lindbergh Schools identity that promotes the district's mission, vision, core beliefs and strategic goals, by enforcing consistent usage of brand standards.

- **Rationale:** Lindbergh's high-quality education for all students is propelled by strong community support, and a team of excellent teachers, support staff and administrators. Consistency in message and brand supports the identification of Lindbergh programs within the community, and our high standards for quality and innovation.
- **Funding Source(s):** Local
- **MSIP Indicator(s):** L8

ACTION STEPS

- **IMPLEMENT new, consistent logo and brand standards for Lindbergh High School athletics program.**
 - a. Start Date: Summer 2022
 - b. Completion Date: Spring 2023
 - c. Person Responsible: Communications, Athletic Department
 - d. Resources: Local

- **IMPLEMENT development of design for new Lindbergh High School main entrance that is inclusive of the entire community and communicates our why.**
 - a. Start Date: Summer 2022
 - b. Completion Date: Jan 1., 2023
 - c. Person Responsible: Communications, LHS Leadership
 - d. Resources: Local

- **IMPLEMENT long-term plan for LHS parking lot banners, and replacement of telephone banners districtwide.**
 - a. Start Date: Summer 2022
 - b. Completion Date: Summer 2022
 - c. Person Responsible: Communications Department
 - d. Resources: Local

- **IMPLEMENT development of strategic communications plan for Carousel digital signage to ensure consistent branding and messaging districtwide.**
 - a. Start Date: Summer 2022
 - b. Completion Date: Fall 2022
 - c. Person Responsible: Communications, Technology
 - d. Resources: Local

- **IMPLEMENT roll out plan for Canva for Education to all Lindbergh staff, to promote consistent communication and graphics districtwide.**
 - a. Start Date: Summer 2022
 - b. Completion Date: Ongoing
 - c. Person Responsible: Communications, Blended Learning Coordinator
 - d. Resources: No cost

ONGOING

- Brand all third-party platforms and services with district logo, colors and style
- Incorporate five-year Compass into district branding, including banners, website, and other materials, to promote recognition and understanding of our Why.
- Maintain Lindbergh Schools style guide and graphic standards.
- Support a community conversation around defining student success, including a family education series focused on Compass goals and regular communication.

COMPLETE

- Redesign district website to be accessible and mobile responsive. (Summer 2019)
- Trademark the Lindbergh Schools and Lindbergh Flyers brand. (Summer 2022)
- Lindbergh Schools Foundation website redesign - mobile friendly, accessible, aligned with Lindbergh Schools brand standards. (Summer 2022)

WHAT

Communicate effectively with all audiences - families, teachers, staff, residents and business community - on a regular schedule, to ensure clear understanding and support of district priorities and initiatives.

- **Rationale:** Lindbergh's high-quality education for all students is propelled by strong community support, and a team of excellent teachers, support staff and administrators. A supportive, engaged and informed community will have a positive impact on student success..
- **Funding Source(s):** Local
- **MSIP Indicator(s):** L8, CC3, CC4, DB3

ACTION STEPS

- **IMPLEMENT development of visibility calendar for superintendent and Central Office administrators to inform the community, promote transparency, and support in-person engagement.**
 - a. Start Date: Summer 2022
 - b. Completion Date: Ongoing
 - c. Person Responsible: Communications Department, Superintendent's Office
 - d. Resources: No cost
- **IMPLEMENT strategic reorganization of editorial calendar to ensure timely, transparent communication about Teaching and Learning, Student Services, Board of Education and district updates.**
 - a. Start Date: Summer 2022
 - b. Completion Date: Ongoing
 - c. Person Responsible: Communications Department, District Administration
 - d. Resources: No cost
- **IMPLEMENT reorganization of district mobile app to better serve families and increase usage.**
 - a. Start Date: Spring 2023
 - b. Completion Date: Summer 2023
 - c. Person Responsible: Communications Department
 - d. Resources: Local
- **RESEARCH how districts utilize citizen advisory committees to ensure that communication is clear, inclusive and accessible to all.**
 - a. Start Date: Fall 2022
 - b. Completion Date: Summer 2023
 - c. Person Responsible: Communications Department
 - d. Resources: No cost
- **RESEARCH use of LinkedIn to promote staff achievements, and recruit and retain talent.**
 - a. Start Date: Fall 2022
 - b. Completion Date: Summer 2023
 - c. Person Responsible: Communications, Human Resources
 - d. Resources: Local

- **IMPLEMENT use of survey tool to conduct research, collect stakeholder feedback, and guide planning and decision-making.**
 - a. Start Date: Fall 2022
 - b. Completion Date: Summer 2023
 - c. Person Responsible: Communications Department
 - d. Resources: Local
- **IMPLEMENT community climate survey for biannual Board of Education update.**
 - a. Start Date: Fall 2022
 - b. Completion Date: February 2023
 - c. Person Responsible: Communications Department
 - d. Resources: Local
- **RESEARCH cost-savings measures for school websites by streamlining elementary school sites.**
 - a. Start Date: Spring 2023
 - b. Completion Date: Summer 2023
 - c. Person Responsible: Communications Department
 - d. Resources: Local

ONGOING

- Work with Central Office departments to proactively develop communication plans and communicate their Compass initiatives
- Use communication audit to develop strategic communications plan and guide department work.
 - 5 success measures, show evidence of 4 C's, social emotional learning, personalization, student satisfaction
- Ensure that communication is reflective of Lindbergh community as a whole, with equitable representation of students, staff, families and community.
- Evaluate all communication for ADA accessibility and make modifications as needed to ensure that all audiences can receive district communication.
- Support principals and teachers as frontline communicators
- Consolidate, improve communication for summer programs, camps and offerings.
- Research best practices for community engagement on social media, including how we respond to comments, share content and use these tools effectively.

COMPLETE

- Reorganize Communications Department roles to continue serving the needs of a growing district. (Fall 2018)
 - Conduct a communications audit to ensure that district communications are modern, streamlined and in line with our audiences' preferred methods of receiving information. (Spring 2020)
 - Social media management tool to increase efficiency and track engagement. (Summer 2020)
 - Develop long-term solution for employee Intranet (Spring 2020)
 - Create online portal for district financial information and finance at-a-glance page. (2020)
 - Establish reliable, automated communication between district's staff database and mass notification system. (Fall 2021)
-

WHAT

Engage the Lindbergh community in support of district initiatives, programs and employees through in-person opportunities to connect, inclusion in district events and avenues to provide financial support.

- **Rationale:** We believe that collaboration among a diverse community of students, teachers, staff, families and community drives innovation and future success.
 - **Funding Source(s):** Local
 - **MSIP Indicator(s):** L8, CC3, CC4
-

ACTION STEPS

- **IMPLEMENT development of strategic plan for continued growth of Senior Associates community engagement program, including in-person events, community programming and regular communication (electronic and print).**
 - a. Start Date: Summer 2022
 - b. Completion Date: Summer 2022
 - c. Person Responsible: Communications Department
 - d. Resources: Local

- **RESEARCH strategic planning services in preparation for 2023-24 school year and revision of district's five-year strategic plan.**
 - Start Date: Fall 2022
 - Completion Date: Summer 2023
 - Person Responsible: Communications Department, Cabinet
 - Resources: Local
- **IMPLEMENT plan for Lindbergh High School grand opening and district's 75th anniversary (1949).**
 - Start Date: Spring 2023
 - Completion Date: LHS - Spring 2024, District - 2024
 - Person Responsible: Communications Department
 - Resources: Local
- **RESEARCH additional sponsors for LHS Athletics scoreboards.**
 - Start Date: 2022-23 school year
 - Completion Date: Ongoing
 - Person Responsible: Communications Department, Athletics Department Lindbergh Schools Foundation
 - Resources: Business partnerships
- **INVESTIGATE plan for Alumni support assistant to support LHSAA, manage special events, maintain alumni database and support Lindbergh Schools Foundation.**
 - Start Date: Spring 2023
 - Completion Date: Summer 2023
 - Person Responsible: Lindbergh Schools Foundation
 - Resources: Lindbergh Schools Foundation

ONGOING

- Increase Lindbergh Schools Foundation fundraising efforts, community outreach and collaboration with the Communications Department.
- Grow and improve Community Breakfast annual event to increase attendance, funds raised, and overall reach.
- Continue Foundation, Lindbergh Lights the Way and Alumni Association outreach through social media
- Expansion and growth of all Lindbergh Lights the Way programs.

COMPLETE

- Redevelop Lindbergh Leaders selection process, including a rubric for choosing annual nominees, based on best practice for service award recognitions. (Spring 2020)
- Transition high school scholarship applications and scoring to online processes. (December 2020)
- Development of the Thank-A-Teacher program, to include all staff. (2020)
- Creation of Foundation grants for support staff. (2020)
- Increase alumni and community engagement during Homecoming week events, including alumni banquet, parade and football game. (Fall 2021)
- Creation of Lindbergh Schools Foundation Junior Board for high school students. (Summer 2021)
- Expansion and growth of Foundation Teacher Grant program. (2021-22 school year)

GREEN = Continued from 2021-22 **ORANGE** = Moved up from 2021-22 (ex: "Research" to "Implement")

BLACK = New in 2021-22

Reaching Key Audiences

Lindbergh Schools is committed to providing clear, ongoing communication with teachers, staff, parents and the community. The goals presented in this comprehensive plan are based on meeting the communication needs of all audiences:

Internal

- Administration
- Board of Education
- Certified staff (teachers, counselors, librarians)
- Support staff
- Special Education staff
- Bus Drivers
- Food Service staff
- School Resource Officers

Families and Students

- Students
- Families
- Parent Leadership Team (organization leaders)

External

- Taxpayers
- Senior citizens
- Business leaders
- Retired educators
- Former Board of Education members
- Chambers of Commerce (Crestwood-Sunset Hills, Fenton, Affton, South County)
- Media
- Alumni
- Government officials
- Law enforcement agencies
- Civic groups
- Community leaders
- Neighborhood groups
- New residents
- Private and parochial school parents
- Prospective residents
- Neighboring school districts

Communication Channels

We use a variety of communication tools to share information with the district and community. They include:

Electronic

- Website – go.lindberghschools.ws
 - District homepage
 - School homepages
 - Student/parent organization pages
 - Community links
 - Department websites
- Social Media
 - District Accounts
 - Facebook – @LindberghSchools
 - Twitter – @LindberghFlyers
 - Instagram - @lindberghschools
 - YouTube - @LindberghFlyers
 - [School Directory](#)
 - Teachers, extracurricular organizations, student groups and parent groups also use social media to communicate
- Parent mass notification system
- District Mobile App
- Google calendars
- [Principal weekly e-notes](#)
- Peachjar Electronic Flier Delivery System

Print

- Lindbergh Link newsletter – 3 times per year

Media

- Local print news
 - Call Newspapers
 - St. Louis Post-Dispatch
- St. Louis TV and radio stations
- St. Louis magazines
- Local news websites

Interpersonal

- Board of Education meetings – monthly
- Parent Leadership meeting – monthly
- Administrative Team meetings – monthly
- Back-to-school Opening Day celebration for staff - annual
- Lindbergh Leaders awards dinner – annual
- Alumni and Hall of Fame awards dinner - annual
- Former Board of Education luncheon – annual
- Legislative breakfast – annual
- Clergy breakfast – annual
- Superintendent Advisory Boards - quarterly
 - Certified staff, classified staff, students
- Board Advisory Committees - monthly
 - Teaching and Learning, Finance, Student Life, Technology, Facilities Planning

Working with the media

Lindbergh Schools works with the media on a regular basis, including local newspapers, St. Louis regional broadcast stations and newspapers, and on occasion, national news media. In all media interactions, our goal is to be helpful, transparent and provide information in a timely manner.

Missouri Sunshine Law

The Chief Communications Officer handles all information requests and provides regular training to the Board of Education on the [Missouri Sunshine Law](#). The district strives to be transparent and adhere closely to all requirements set forth by the law.

Patrons may submit an information request by filling out the [Lindbergh Schools Information Request Form](#) located on the district website.

When the Media Calls

To protect our students' privacy and ensure that reporters receive the information they need, staff should direct all media inquiries to the Communications Office.

Student Media Permission

Staff are familiar with students' media permission status, which is listed in Lindbergh's Student Information System under the "Directory Information" field. All parents and guardians must provide consent for release of directory information upon enrollment at Lindbergh Schools.

School Communication Using Social Media

Lindbergh staff members are encouraged to communicate with students and parents/guardians for educational purposes using a variety of methods, including electronic communication. Lindbergh Schools policy GBH (see appendix) states that, as with other forms of communication, staff members must maintain professional boundaries with students while using electronic communication.

The district's policies, regulations, procedures and expectations regarding in-person communications at school and during the school day also apply to electronic communications for educational purposes, regardless of when those communications occur.

Staff communications must be professional, and student communications must be appropriate. Staff members may only communicate with students electronically for educational purposes between the hours of 6 a.m. and 10 p.m., unless an educational purpose exists to communicate outside such hours. Staff members may use electronic communication with students only as frequently as necessary to accomplish the educational purpose.

All of Lindbergh's Facebook pages include the following guidelines for public participation and comments.

Lindbergh Facebook Guidelines

Thank you for visiting the Lindbergh Schools Facebook page. We welcome your comments and encourage interaction among our students, alumni, parents and community members.

To keep conversations focused on school news and events, this page is moderated and comments are reviewed by the Lindbergh Schools Community Relations department. We ask that you please use respect when commenting on our page. Postings deemed inappropriate for a viewing audience of all ages will be removed, including (but not limited to):

- Personal attacks
- Off-topic postings
- Solicitation of products or services
- Racist, sexist, abusive, profane, violent or obscene language

If you have questions about Lindbergh's Facebook guidelines, please email bjohnston@lindberghschools.ws.

Website Accessibility

Lindbergh Schools is committed to making our websites accessible for all users. This is an ongoing process and we are continually implementing new strategies to ensure our web content is accessible for all audiences.

We strive to conform to Web Content Accessibility Guidelines 2.1 (Level AA). These recommendations are developed through the W3C process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals and organizations.

If for any reason a patron cannot access any of the content on our websites, they may contact the Communications Department for assistance.

Emergency Communication

The Communications Department works closely with the Director of School Safety and Security to ensure that we are communicating with all appropriate audiences in a timely and accurate manner.

Lindbergh Schools will coordinate communication efforts with public information officers for all agencies involved in a particular crisis response.

When a crisis occurs, we use one or more of the following channels to communicate:

External

1. District, school website alert
2. Text and email updates to families
3. District, building level Facebook
4. District, building level Twitter
5. District mobile app push notification
6. Phone message to families

Internal

1. Notify Administrative Cabinet, Board of Education
2. Send email to staff in affected building(s), and districtwide when appropriate

Media

1. Talking points
2. Press release
3. On-camera interviews

In addition, administrators are instructed to follow the checklist below in event of a crisis:

Administrator Crisis Checklist

1. Crisis occurs
2. Protect your students and staff
3. Communicate (simultaneously) – you or designee
4. Emergency situation: Call 911
5. Initiate crisis communication with district leadership team and security personnel
6. Organize strike teams and handle crisis
 - a. If law enforcement is present, act in support role to local fire/police

LINDBERGH SCHOOLS

Brand Standards and Guidelines - District Information

Lindbergh Schools owns copyright and trademark rights associated with the arch and plane logo, and the word marks for "Lindbergh Schools" and "Lindbergh Flyers."

Our district is identified by its logo, colors, school names and mascot:

- District Name: Lindbergh Schools
- Nickname – Flyers
- Colors
 - Green – PMS 349
 - Gold – PMS 109
- Mascot – Lucky Lindy
- Logo – Arch and plane with banner or all-text logo

Use of the Lindbergh logo is limited to the district, its schools and affiliated organizations, in order to protect the strength, consistency and integrity of the Lindbergh Schools brand. The logo and "Flyers" identity may not be used by any organization that is not affiliated with Lindbergh Schools.

Lindbergh High School Athletics

The Lindbergh High School Athletics brand guide is available online and provides direction for use of any of the LHS Athletics brand elements.

When using the LHS Athletics brand elements, all specifications and usage must be met and visually approved by an authorized party within the district or LHS Athletics department.

- [LHS Athletics Brand Guide](#)

LindberghSchools

Brand Standards and Guidelines - Schools

LindberghSchools
Concord Elementary School

LindberghSchools
Crestwood Elementary School

LindberghSchools
Dressel Elementary School

LindberghSchools
Kennerly Elementary School

LindberghSchools
Long Elementary School

LindberghSchools
Sappington Elementary School

LindberghSchools
Truman Middle School

LindberghSchools
Sperreng Middle School

LindberghSchools
Lindbergh High School

LindberghSchools
Early Childhood Education

LindberghSchools
Gifted Education

LindberghSchools

Brand Standards and Guidelines - Departments

LindberghSchools
Board of Education

LindberghSchools
Business and Finance

LindberghSchools
Communications

LindberghSchools
Community Education

LindberghSchools
Copy Center

LindberghSchools
Teaching and Learning

LindberghSchools
Facilities

LindberghSchools
Health Services

LindberghSchools
Human Resources

LindberghSchools
LiNC

LindberghSchools
Office of the Superintendent

LindberghSchools
Student Services

LindberghSchools
Technology

LindberghSchools
Lindbergh Life

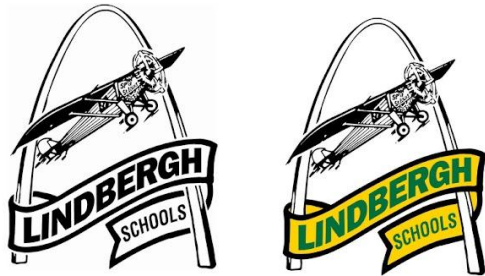
LindberghSchools

Brand Standards and Guidelines - Logo Usage

Correct Usage



Standard logo
Green: PMS 347
Yellow: PMS 109



B/w and yellow banner versions may be used for certain publications.

Incorrect Usage



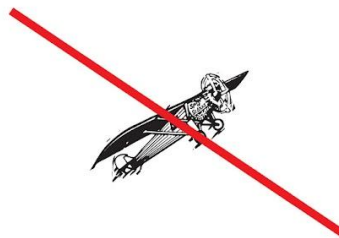
Stretching the logo



Tilting the logo



Changing color of any part of the logo



Taking apart or modifying the logo (words on banner, plane pulling something)



Creating your own logo



Unapproved backgrounds

Please contact the Communications department with any questions about logo usage.

LINDBERGH SCHOOLS

Brand Standards and Guidelines - Official School Logos

Below are the official district and school logos:



Appendix

1. [Lindbergh Schools Policies and Procedures](#)
 - a. Section K: School-Community Relations
 - b. Policy GBH: Staff-Student Relations
 - c. Policy JO: Student Records
2. [Communications Department Webpage](#)
3. [Social Media Directory](#)