LindberghSchools COMMUNICATION PLAN 2025-30

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
TARGET AUDIENCES	
COMMUNICATION STRATEGIES	6
COMMUNICATION CALENDAR	8

LindberghSchools



EXECUTIVE SUMMARY

Throughout fall 2024, Lindbergh Schools has been engaged in a robust communication audit and planning process.

This process has involved an inventory of the district's current communication practices, including the methods used to reach target audience members to determine what is working well and any potential areas of improvement. The inventory centered on interviews with families and key staff, along with a communitywide survey.

The <u>communication audit</u> enabled the district to better understand students', employees', families', and community members' perceptions of the organization, get a sense of what they think about



the district's current communication and engagement efforts, and determine which types of information are of particular interest. The audit helped Lindbergh Schools determine how to best reach all members of its school community.

Upon the finalization of the audit, the district began developing a communication plan to guide its efforts for the rest of the 2024-25 school year and the next five years, with opportunities to monitor, evaluate, and adjust to ensure success with identified goals.

This plan exists as a living document that will be refined over time and continually revised according to best practices and the district's emerging needs.

TARGET AUDIENCES

As Lindbergh Schools implements its communication plan, it must carefully consider the audiences with which it will be communicating.

This plan seeks to engage every member of the district's staff, every student attending the district's schools, every family member, and every community member. However, to effectively implement the plan, the district's audience has been divided into smaller, more specific groups.



Primary Audiences

- **Parents/guardians/caregivers of current students**: It is important for the district to communicate with parents whose children currently attend Lindbergh Schools, as these parents speak with other parents on a regular basis. They can serve as important spokespeople for the district. This includes actively engaging the district's parent leaders and parent teacher organizations. The district serves numerous families who do not speak English. Communication efforts with families must include translation services.
- **Staff members**: Teachers and staff members are often the most trusted sources of district-related news for the entire community, including retirees. These individuals should be equipped to communicate proactively and help tell the district's story.
- **Students**: As students get older, they begin to form strong connections with the schools they attend. The district must foster these connections so that students know the district is working hard to ensure they receive the best academic and extracurricular opportunities possible. Engaged students go on to become engaged alumni.
- **District residents**: Community members who do not have children attending Lindbergh Schools have a vested interest in the district, as the schools contribute to the community and homeowners pay school taxes. This group also includes students' grandparents (who may attend community and school events), senior citizens, and other community members who reside within the district.
- **Coaches and club sponsors**: Lindbergh Schools offer a wide array of academic and athletic extracurricular activities. Communications with coaches and club directors should support consistency and clarity for students and families involved in school-related activities.

Additional Audiences

- **Alumni**: Alumni represent a group with a lasting connection to the district. They are made up of people who can speak directly to the benefits of a Lindbergh education and provide support for current students, staff and programs.
- **Business leaders**: Local business leaders and business owners serve as credible sources of information and can help the district tell its story. They can also be a great resource for valuable community partnerships, assisting with fundraising and providing real world learning and internship opportunities to students. The district

aims to strengthen its connections with large employers while maintaining and expanding relationships with small businesses.

- **Faith community**: Religious leaders within the community are individuals with direct connections to students whose families are active in their church or other religious institutions. They share a common goal of meeting the needs of students and families.
- **Future residents**: The district should make efforts to market itself outside of the community, targeting families moving to the region for employment and other opportunities. This may involve working with local employers to share the district's story.
- Local health providers: The district collaborates with local health providers to ensure whole-child supports for students. Intentional and open communications with local health providers helps ensure Lindbergh students are supported in their learning and education.
- Local law enforcement and emergency management officials: The district partners with local law enforcement and emergency management officials to continue the priority of keeping all students and staff safe. Direct, open, and proactive communications with these officials support this district priority.
- Local news media: The district is covered regularly by the *St. Louis Call*. The district is also covered periodically by other St. Louis-area newspapers, radio stations, and TV news stations. Local news provides the community with objective reporting on issues of importance, and supports transparency in district governance.
- **Municipal/county leaders and state lawmakers**: Elected and administrative officials at the city, county, and state levels have the ability to influence policies that directly affect the district. Efforts should be made to build relationships with elected officials and inform them of the district's strategic initiatives, programs, and positive news and events.
- **Neighboring school districts/schools**: Lindbergh Schools is geographically located in a suburban setting with several neighboring school districts and schools, including public, private and parochial schools. Efforts should be made to communicate directly with families and staff in these neighboring districts and schools. to continue to attract new families and high-quality staff.
- **Realtors and mortgage lenders**: One of the best ways to engage parents considering a move into the district is to work with local real estate and mortgage lending professionals, who serve as highly trusted sources of information for these newcomers. Lindbergh Schools seeks to ensure these professionals have the information they need to be effective spokespeople for the district.
- **Service groups**: The community is home to numerous engaged service organizations. These groups have a stake in the community and success of the school district. They provide scholarships, support student service clubs, and serve district families (ie. Kiwanis, Rotary).

COMMUNICATION STRATEGIES

The following are several strategies for Lindbergh Schools to pursue over the course of the communication plan. Under each goal are the tactics the district will use to reach members of its target audience.

STRATEGY #1: Streamline and consolidate communications across the district and its schools.

Students, parents, and families often feel overwhelmed by the volume of emails and other communications they receive from the district. To that end, the district will look to consolidate its communications, including prioritizing urgent versus routine information.



TACTICS:

District Communication Protocols

- Develop and publish district communication protocols that visually outline how all members of the district should communicate with consistency and efficiency.
- Create onboarding opportunities for students, staff, and parents to learn how to best navigate school district communications and platforms.
- Attention should be given to establishing a primary source of district communication for audiences to seek information.

→ Prioritize Urgent vs. Routine Information

- Use distinct channels or formatting (e.g., subject line tags or urgent banners) to differentiate urgent messages from more routine updates from the district and its schools.
- Maintain the district's current system for urgent/crisis communications, ensuring messages are clear, timely, and delivered through multiple channels (e.g., email, phone, text, website, and social media).
 - Regularly test the district's emergency communication system to ensure reliability and update any protocols as needed.
 - Review and update the district's crisis communications plan on an annual basis.

Ooordinate Communications

- Establish a tool in the district that supports the goal of streamlining communications and provide professional learning for users. Provide training for all users that aligns with established protocols and onboarding opportunities.
- Ensure that teachers and staff coordinate their communication efforts to avoid redundancy in the information being shared with parents and families and adhere to the district's branding style guidelines.
- Explore more effective ways to use or empower key communicators or ambassadors to guarantee key messaging of the district.
- Examine capacity of current communications team to meet evolving and future needs.

STRATEGY #2: Tell the district's story and highlight the positive things happening in its schools on a regular basis.

Lindbergh Schools consistently demonstrates excellence through the incredible things happening in its buildings and classrooms each day. To further enhance engagement, the district will work to share positive news, stories, and accomplishments with its community, targeting those who do not currently have students in the schools or a direct connection to the district.

TACTICS:

→ Share School & Classroom Highlights

- Feature these stories in social media posts, news articles on the district's website, and the *Lindbergh Link* newsletter.
- Ensure stories are inclusive and represent the diversity of our students and staff.
- Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.
- Build capacity with key communicators to use the district's Google Form for story submission to feature district stories. Schedule reminders throughout the school year.

→ Infographics & Visuals

- Develop a series of infographics and fact sheets to highlight strategic priorities, updates, and academic successes and progress achieved by students.
- Share these visuals via social media, on the district's website, and in the Lindbergh Link newsletter.
- Update infographics and fact sheets annually.

Board of Education Highlights

 Create monthly Board of Education highlights to share with students, staff, families, and community members.

Monthly Video Update

- Create a roughly two-minute monthly video update sharing stories from the district's schools. This may include interesting learning experiences, student/staff achievements, safety initiatives, service learning activities, extracurricular programs, and more.
- This video update can be hosted by the superintendent or other administrators/staff members, as appropriate.
- Share the video updates via social media, the district website, and the *Lindbergh Link* newsletter.

STRATEGY #3: Expand and improve the district's digital presence and communication efforts.

Lindbergh Schools will work to enhance both its website and social media presence, as these platforms represent critical communication tools for the district.

TACTICS:

→ Website Updates

- Implement the recommended updates outlined in the <u>website review</u>, conducted in fall 2024.
- Create a 1-2 page guide document for making updates to the website, including formatting, use of images, placement, and the removal of outdated content. Attention should be given to refraining from the use of acronyms and internal educational language.
- Establish one or more staff members to serve as lead(s) for making website updates in the future.
- Ensure detailed school event information on the website.
- Conduct an annual audit of the district's website for continuous improvement.

→ Social Media Engagement

- Continue creating and posting a series of social media posts and updates on a variety of topics each week. Leverage the staff submissions Google Form (see above) to share stories from buildings and classrooms.
- Focus social media efforts on Facebook and Instagram. Discontinue the use of Twitter/X.
- Coordinate information from athletics, activities, performing arts groups, parent groups and Community Ed & Rec, and share posts that invite the community to engage and participate in district and school events that are open to the public.
- Create a structure and capacity to monitor district social media comments to address questions/concerns.
- Monitor and use social media statistics quarterly to strategically promote the district and engage families and community members.

STRATEGY #4: Positively promote and highlight the district's value to students, families, and the overall community.

The district will engage all members of the community to demonstrate the value the district brings to students, staff, families, and community members. It will also look to market itself to families outside the district who may be considering a move to the area and/or enrolling in Lindbergh Schools.

TACTICS:

Marketing Campaign

- Develop a marketing campaign focused on sharing what makes Lindbergh Schools special and why families should consider enrolling their children in the district.
 - This campaign may include social media content, fact sheets, flyers, infographics, videos, and community presentations, among other tactics.
 - Investigate use of digital marketing strategies, including targeted marketing using district zip codes.
 - Gather stories of success from district alumni.
 - Host realtor/lender/developer event to promote the district and share materials for working with potential new families.
- Explore the use of a marquee or video board outside of Lindbergh High School to showcase events.

Community Outreach

- Engage non-parent members of the community through community presentations, engagement with local businesses and organizations, and other outreach efforts.
 - Promote and cover intergenerational opportunities for senior citizens to engage with students and staff.
- Write a quarterly guest article/op-ed, sharing positive stories from the district and highlighting the value the district provides the overall community. Submit stories to the *St. Louis Call* and other local news outlets.
- Create structures to communicate with graduates and alumni of the district and their families.

Media Relations

 Invite local reporters to cover interesting or unique district events or activities happening throughout the school year.

STRATEGY #5: Seek feedback to continually improve district communication efforts moving forward.

As the district moves forward with enhancing its communications and establishes and implements its comprehensive communication plan, it will seek input from its community on a continual basis.

TACTICS:

→ Yearly Communication Survey

- Conduct a yearly survey of students, families, and staff, asking the same questions that were presented in the fall 2024 survey. Issue this survey at roughly the same time of the year.
- Create a survey report and compare the results to the previous year's data. Make any adjustments to the communication plan based on the latest input and feedback.

Communications Board Advisory Committee

- Create a Communications Board Advisory Committee of diverse and representative voices to focus on continuous improvement. Use as an opportunity to report out from other board advisory committees to support needed communications.
- Meet quarterly to review progress with the district's communication plan, make recommendations to the school board, and set goals for continuous improvement.

COMMUNICATION CALENDAR

Based on the goals, audiences, messages, and tactics outlined above, the following is a suggested communication calendar for Lindbergh Schools to implement from February 2025 through June 2026.

Item	Description	Timing	
	FEBRUARY 2025		
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly	
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly	
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly	
Streamlined Communication Tool	Continue to explore the implementation and use of a new tool to streamline communications.		
Communications Team	Examine capacity of current communications team to evolving and future needs to the school board.		
Website Updates	Implement the recommended updates from the website review conducted in fall 2024 in conjunction with the district's website redesign.		
	MARCH 2025		
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly	
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly	
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly	

Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Communications Team	Continue to examine the capacity of the current communications team and recommend/propose needs to the school board.	
Streamlined Communication Tool	Continue to explore the implementation and use of a new tool to streamline communications.	
Website Updates	Implement the recommended updates from the website review conducted in fall 2024 with the implementation of new CMS provider.	
Crisis Communications Plan	Review and update the district's crisis communications plan.	
Emergency Communication System	Test the district's emergency communication system to ensure reliability and update any protocols as needed.	
	APRIL 2025	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Social Media Metrics and Strategy Planning	Monitor and use social media statistics quarterly to strategically promote the district and engage families and community members.	Quarterly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	

Streamlined Communication Tool	Follow district policies and procedures for implementing and using a new tool to streamline communications.	
Marketing Campaign	Begin to develop a marketing campaign focused on sharing what makes Lindbergh Schools special and why families should consider enrolling their children in the district. Include social media content, fact sheets, flyers, infographics, videos, and community presentations.	
Key Communicators	Explore more effective ways to use or empower key communicators or ambassadors to guarantee key messaging of the district.	
Website Updates	Create a 1-2 page guide document for making updates to the website, including formatting, use of images, placement, and removal of outdated content. Establish one or more staff members to serve as lead(s) for making website updates in the future and work to provide them with professional learning opportunities.	
Community Outreach	Connect with local senior citizen homes and organizations to coordinate intergenerational opportunities for senior citizens to engage with students and staff. Use this time to plan for the new school year.	
Community Outreach	Create structures to communicate with graduates and alumni of the district and their families.	
	MAY 2025	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	

Streamlined Communication Tool	Follow district policies and procedures for implementing and using a new tool to streamline communications and begin professional learning for users.	
Key Communicators	Continue to explore more effective ways to use or empower key communicators or ambassadors to guarantee key messaging of the district.	
Website Updates	Create a 1-2 page guide document for making updates to the website, including formatting, use of images, placement, and removal of outdated content. Establish one or more staff members to serve as lead(s) for making website updates in the future and work to provide them with professional learning opportunities.	
Marketing Campaign	Continue to develop and start to launch a marketing campaign focused on sharing what makes Lindbergh Schools special and why families should consider enrolling their children in the district. Include social media content, fact sheets, flyers, infographics, videos, and community presentations.	
Community Outreach	Connect with local senior citizen homes and organizations to coordinate intergenerational opportunities for senior citizens to engage with students and staff. Use this time to plan for the new school year.	
Community Outreach	Share structures to communicate with graduates and alumni of the district and their families as students are graduating. Coordinate with graduating seniors.	
	JUNE 2025	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	

Streamlined Communication Tool	Implement new tool to streamline communications and ensure professional learning for users.	
Key Communicators	Create and implement structures to use or empower key communicators or ambassadors to guarantee key messaging of the district. Build capacity with key communicators to use the district's Google Form for story submission to feature district stories.	
Infographics & Visuals	Develop an infographic and fact sheet to highlight key points from the Student Growth and Achievement Report, which is presented to the Board of Education in July. Infographics should highlight a strategic priority, update, or academic successes/progress achieved by students.	
Marketing Campaign	Continue to rollout the marketing campaign with a focus on gathering stories of success from district alumni.	
Community Outreach	Share district successes and stories with graduates and alumni of the district.	
Marquee/Video Board	Explore the use of a marquee or video board outside of Lindbergh High School to showcase events.	
Communications Board Advisory Committee	Create a Communications Board Advisory Committee of diverse and representative voices to focus on continuous improvement.	
	JULY 2025	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Social Media Metrics and Strategy Planning	Monitor and use social media statistics quarterly to strategically promote the district and engage families and community members.	Quarterly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly

School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Streamlined Communication Tool	Implement new tool to streamline communications and ensure professional learning for users.	
Emergency Communication System	Test the district's emergency communication system to ensure reliability and update any protocols as needed.	
District Communication Protocols	Develop and publish district communication protocols that visually outline how all members of the district should communicate with each other with consistency and efficiency.	
Protocols Onboarding	Create onboarding opportunities for students, staff, and families to learn how to best navigate school district communications and platforms.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Community Outreach	Write a quarterly guest article/op-ed, sharing positive stories from the district and highlighting the value the district provides the overall community. Submit stories to the <i>St. Louis Call</i> and other local news outlets.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Website Updates	Meet with leads for making website updates to review processes and address any needs.	
Marketing Campaign	Continue to rollout the marketing campaign with a focus on gathering stories of success from district alumni.	
	AUGUST 2025	

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Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Streamlined Communication Tool	Implement new tool to streamline communications and ensure professional learning for users.	
Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
District Communication Protocols	Rollout district communication protocols to students, staff, families, and community members with the return to school - social media, news releases, website content, family/staff messages, flyer, and video. Include details to use the district's new streamlined communication tool.	
Protocols Onboarding	Facilitate onboarding opportunities for students, staff, and families to learn how to best navigate school district communications and platforms.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	

Community Outreach	Connect staff with local senior citizen homes and organizations to coordinate intergenerational opportunities for senior citizens to engage with students and staff. Use this time to plan for the new school year.	
	SEPTEMBER 2025	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
Protocols Onboarding	Facilitate onboarding opportunities for students, staff, and families to learn how to best navigate school district communications and platforms.	
Community Outreach	Plan and communicate with community members, local businesses, and organizations about next month's superintendent community roundtable event.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Community Outreach	Connect staff with local senior citizen homes and organizations to coordinate intergenerational opportunities for senior citizens to engage with students and staff. Use this time to plan for the new school year.	

Community Outreach	Share district successes and stories with graduates and alumni of the district in conjunction with the district's homecoming events.	
Communications Board Advisory Committee	Meet quarterly to review progress with the district's communication plan, make recommendations to the school board, and set goals for continuous improvement.	
	OCTOBER 2025	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Social Media Metrics and Strategy Planning	Monitor and use social media statistics quarterly to strategically promote the district and engage families and community members.	Quarterly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
District Communication Protocols	Distribute another set of communications to remind audiences of district communication protocols. Include details to use the district's new streamlined communication tool.	
Emergency Communication System	Test the district's emergency communication system to ensure reliability and update any protocols as needed.	

Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Community Outreach	Write a quarterly guest article/op-ed, sharing positive stories from the district and highlighting the value of the district provides the overall community. Submit stories to the <i>St. Louis Call</i> and other local news outlets.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Website Updates	Meet with leads for making website updates to review processes and address any needs.	
Community Outreach	Host a superintendent community roundtable event to share about district priorities and engage community members, local businesses, and organizations on topics of continuous improvement.	
Communication Survey	Conduct an annual survey of students, families, and staff, asking the same questions that were presented in the fall 2024 survey.	
	NOVEMBER 2025	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	

Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Communication Survey	Create a survey report and compare the results to the previous year's data. Make any adjustments to the communication plan based on the latest input and feedback.	
	DECEMBER 2025	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
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Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
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Community Outreach	Share district successes and stories with graduates and alumni of the district and use this time with many coming back to the area for the holiday season to engage.	
Communications Board Advisory Committee	Meet quarterly to review progress with the district's communication plan, make recommendations to the school board, and set goals for continuous improvement.	
	JANUARY 2026	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Social Media Metrics and Strategy Planning	Monitor and use social media statistics quarterly to strategically promote the district and engage families and community members.	Quarterly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
District Communication Protocols	Distribute another set of communications to remind audiences of district communication protocols. Include details to use the district's new streamlined communication tool.	
Protocols Onboarding	Facilitate another set of onboarding opportunities for students, staff, and families to learn how to best navigate school district communications and platforms.	

Emergency Communication System	Test the district's emergency communication system to ensure reliability and update any protocols as needed.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Website Updates	Meet with leads for making website updates to review processes and address any needs.	
Community Outreach	Write a quarterly guest article/op-ed, sharing positive stories from the district and highlighting the value of the district provides the overall community. Submit stories to the <i>St. Louis Call</i> and other local news outlets.	
Marketing Campaign	Reignite the marketing campaign with distributing another set of communications. Set a date and invite realtors/lenders/developers to an event to promote the district and share materials for when working with potential new families to the area.	
Community Outreach	Plan and communicate with community members, local businesses, and organizations about next month's superintendent community roundtable event.	
Communications Board Advisory Committee	Meet quarterly to review progress with the district's communication plan, make recommendations to the school board, and set goals for continuous improvement.	
	FEBRUARY 2026	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly

Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
Communications Team	Examine the capacity of the current communications team to recommend/propose needs to the school board.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Marketing Campaign	Host an event for realtors/lenders/developers to promote the district and share materials for when working with potential new families to the area.	
Community Outreach	Host a superintendent community roundtable event to share about district priorities and engage community members, local businesses, and organizations on topics of continuous improvement.	
	MARCH 2026	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	

Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
Communications Team	Continue to examine the capacity of the current communications team and recommend/propose needs to the school board.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Community Outreach	Share district successes and stories with graduates and alumni of the district.	
Communications Board Advisory Committee	Meet quarterly to review progress with the district's communication plan, make recommendations to the school board, and set goals for continuous improvement.	
	APRIL 2026	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Social Media Metrics and Strategy Planning	Monitor and use social media statistics quarterly to strategically promote the district and engage families and community members.	Quarterly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly

Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	
Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
Emergency Communication System	Test the district's emergency communication system to ensure reliability and update any protocols as needed.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Website Updates	Meet with leads for making website updates to review processes and address any needs.	
Community Outreach	Write a quarterly guest article/op-ed, sharing positive stories from the district and highlighting the value of the district provides the overall community. Submit stories to the <i>St. Louis Call</i> and other local news outlets.	
	MAY 2026	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly

Board of	Create a monthly Board of Education highlights electronic newsletter to share	
Education Highlights	with students, staff, families, and community members.	
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Community Outreach	Share district successes and stories with graduates and alumni of the district. Share structures to communicate with graduates and alumni of the district and their families as students are graduating.	
	JUNE 2026	
Social Media Engagement	Continue creating and posting a series of social media posts and updates on a variety of topics each week.	Weekly
Editorial Calendar Review	Ensure equitable coverage of stories from each of the district's schools and programs through regular review of the district's editorial calendar.	Monthly
School & Classroom Highlights	Feature these stories in social media posts, news articles on the district's website, and the <i>Lindbergh Link</i> newsletter.	Weekly
Board of Education Highlights	Create a monthly Board of Education highlights electronic newsletter to share with students, staff, families, and community members.	

Key Communicators	Meet with and coordinate communications with key communicators or ambassadors to guarantee key messaging of the district and to be intentional to invite local reporters to cover interesting or unique district events or activities happening over the next few weeks and months.	
Crisis Communications Plan	Review and update the district's crisis communications plan.	
Emergency Communication System	Test the district's emergency communication system to ensure reliability and update any protocols as needed.	
Infographics & Visuals	Share visuals via social media, on the district's website, and in the <i>Lindbergh Link</i> newsletter. Develop the next infographic and fact sheet to highlight a strategic priority, update, or academic successes/progress achieved by students.	
Video Update	Create a two-minute video update sharing stories from the district's schools. Share the video updates via social media, the district website, and the <i>Lindbergh</i> <i>Link</i> newsletter.	
Community Outreach	Share district successes and stories with graduates and alumni of the district.	
Communications Board Advisory Committee	Meet quarterly to review progress with the district's communication plan, make recommendations to the school board, and set goals for continuous improvement.	