



Broward County Public Schools



PIO Marketing & Communications Annual Report Brief



FY 2013/14

DISTRICT DIGEST
BCPS Summer Programs Information

BCPS SUMMER PROGRAMS INFORMATION

BCPS offers a wide variety of summer programs for enrichment and enrichment programs and camps throughout the year. To ensure the success of these programs, BCPS offers a variety of resources and information to help parents and students prepare for the summer programs. For more information, visit www.bcps.org.

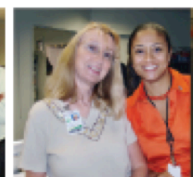
Summer Programs 2014

Broward County Public Schools
Educating Today's Students to Succeed in Tomorrow's World

**BCPS
IN
ACTION**

Thank You for a Successful
School Year

See What's Happening Around
Broward County Public Schools



Public Information Office
Marketing & Communication Division

2013/14 Annual Report Brief

From launching major District initiatives and handling crisis situations to celebrating achievements and engaging the community and municipalities, the Public Information Office is focused on meeting the varied and ever-increasing communication needs of the District.

The makeup of the Marketing and Communications division of the PIO includes a dynamic group of employees overseeing media and public relations, governmental affairs and Community Engagement, working collaboratively to increase the public's positive perception of Broward County Public Schools (BCPS).

Among our goals:

- Deliver communication best practices and expertise
- Enhance and expand communications with internal and external stakeholders to support the District's strategic goals.
- Produce community engagement programs that support student achievement

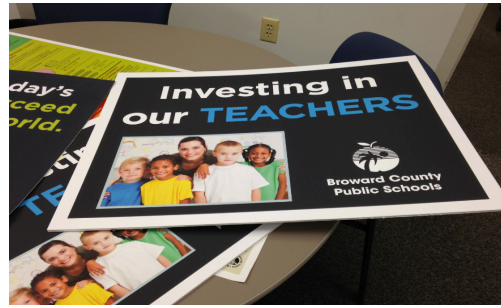
2013/14 FAST FACTS



STRATEGIC COMMUNICATION

NEW FOCUS

During the 2013/14 fiscal year, the Marketing and Communications division of the PIO has initiated a strategic shift in operations, moving toward an increased focus on school marketing to assist schools in promoting the great things taking place on their campus and the high-quality educational programs offered to assist schools with increasing/retaining/maintaining student enrollment. In addition, the PIO is working to increase awareness of the world-class educational opportunities available through BCPS and celebrate student achievement by launching high-profile promotion efforts, which has resulted in positive local and national attention. In fact, during 2013/14, the PIO has increased the District's ratio of positive to negative news coverage from a 4:1 ratio to a now **10:1 ratio**. The PIO issued more than 230 press releases improving our ability to attract media coverage. Examples of positive **national** media attention include National Computer Science Education Week: Hour of Code, BCPS/Code.Org partnership and the Eliminating the Schoolhouse to Jailhouse Pipeline initiative.



THE PIO IS A DISTRICT LEADER

The PIO also provides leadership and guidance to BCPS departments regarding District-wide initiatives. This includes creating integrated communications approaches, talking points, templates, press releases and promotion plans. Among the notable projects of 2013/14: School Choice, Easy as 1,2,3; Work 4/Save More; Annual Customer Satisfaction Survey – Strengthening the Paths to Success; various employee relations FAQ's and press releases; school grades and FCAT/EOC results; Digital 5: Pathways to Personalized Learning; Instructional Staffing rebranding; and Back to School projects.

While this office maintains a leadership role in all issues involving media coverage, the PIO must prioritize the use of its resources to maximize efficiency. In 2013/14, the District developed a variety of tools, resources and templates for internal stakeholders to empower them in communicating effectively with their stakeholders while following industry best practices. Examples include the launch of the PIO's Marketing & Communications Center (<http://web/communications/>), which is a web-based warehouse of communication tools that can be accessed by all BCPS schools and departments to use as needed. The Center includes communication toolkits for various District initiatives, templates for school messaging (e.g. letters to parents about crisis situations), ParentLink message templates, initiative logos and template materials, stock photo galleries, and more. These tools are a one-stop shopping for school leaders and staff. The PIO promotes this resource via memos to school/district leaders and staff, and through the District's new employee newsletter, the District Digest

(www.browardschools.com/districtdigest), which was launched in April 2014, and included two editions prior to the end of the 2013/14 school year.

PHASING IN A NEW BRAND IDENTITY FOR THE DISTRICT

In addition, the PIO is establishing a new, modern brand identity for the District. The effort includes the use of consistent messaging and a fresh, clean look and feel for communication tools, such as the new District website and District ad. The PIO took the lead in working with BCPS Information & Technology department to launch the District's homepage and secondary pages using a new content management system. Critical elements of this effort included creating an updated web presence that moves the District into the 21st century and allows increased functionality and ease-of-use for stakeholders as well as providing fresh, consistent messages to update the homepage regularly. The PIO is now working on the next phase of this initiative, which involves systematically moving school websites to the new web platform. Additional initiatives have included the promotion of the new District app, incorporating text messaging into PIO communications initiatives and significantly increasing District messaging through the use of social media.

ENGAGING THE COMMUNITY AND LOCAL GOVERNMENT

CATCH THE SPIRIT

In 2013/14, the PIO office successfully planned and produced a number of community engagement and employee recognition events, such as Conversation with the District, Ed Talk 2013 (approximately 500 attendees), Community Involvement Awards (more than 800 attendees) and the Caliber Awards (more than 1,400 attendees). The PIO also used grass roots strategies to directly impact families, such as the popular "Hot Food/Hot Topics" parent involvement series.



The PIO also ensures compliance with state requirements regarding volunteer and mentor screenings/background checks. In 2013/14, this office facilitated more than 39,000 background checks for volunteers and nearly 2,000 applications for mentors to help ensure the safety of our schools and students. Providing this service is a vital function to our schools, which rely on volunteers and mentors to support their school and student success initiatives. The PIO also facilitated approximately 850 public records requests, ensuring the District's compliance with state and federal laws governing public records access to the community.













Continuing a 20 plus year tradition, the PIO coordinates the Superintendent's Screening Committee. Over **1000** requests from outside organizations, businesses, agencies or individuals are reviewed from those who are interested in providing a program, presentation, educational information or material to BCPS.

Our Government Relations efforts were in full swing in 2013/14. Among our proudest accomplishments is the work with Sunrise Mayor Ryan, the League of Cities and OSPA to

obtain School Board approval for chess training in elementary school curriculum for all District schools. The PIO also engaged in outreach efforts to engage elected officials in the District's SSOS initiative, as well as reporting out on these efforts at EAB meetings. Additionally, Government Relations assisted with and participated in several municipal efforts that included vetting the OSPA requests to facilitate meetings with principals and city managers through the Broward City/County Managers Association (BCCMA). Facilitated the joint Board meeting with the League of Cities, solicited municipal support letter for the District's Race to the Top submission and facilitated approval for more than 15 visits by elected officials to schools.

Other community engagement efforts included the PIO's Old Dillard Museum which planned and produced 73 community engagement activities for more than 3,000 attendees as part of its 2013/14 theme, "The Civil Rights Movement: Peace, Power and the Almighty Dollar." Activities included tours, workshops, jazz concerts, book discussions, a play and a mini-festival celebrating Florida Emancipation Day. The theme focused on the 50th Anniversary of the 1964 Civil Rights Act and the Emancipation Proclamation that was enacted more than 150 years ago. The activities were supported through \$36,000 of grants from organizations such as the National Endowment for the Arts, the National Endowment for the Humanities, Funding Arts Broward and the Broward County Board of County Commissioners as recommended by the Cultural Council.

2013/14 Highlights and Accomplishments	
<p>District Web Presence and Enhanced Communication Tools</p> 	<p>Launched a new look and feel for the District website; added additional communications tools including a mobile app to enhance communications with parents and other stakeholders.</p>
<p>Social Media</p> 	<p>Increased the number of followers to the District's Facebook (reaching nearly 8,000 likes) and Twitter (reaching nearly 14,000 followers) accounts. In fact, BCPS has more Twitter followers than any other Florida school district.</p>
<p>Friday Focus – BCPS News Weekly Roundup</p> 	<p>Launched the Friday Focus, a weekly news capsule designed to provide internal and external stakeholders with a "round up" of positive new items about BCPS students, schools, programs and initiatives. Through the Friday Focus, the PIO also increased the number of schools featured by BECON.</p>
<p>District Digest</p> 	<p>Redesigned and launched a new BCPS quarterly, web-based employee newsletter, called the District Digest. The PIO used analytics to track readership and strategically promoted the Digest to specific employee group, increasing readership by more than 300% for the second edition, published in May 2014.</p>
<p>Marketing and</p>	<p>Launched the new Marketing and Communication Center for FY</p>

<p>Communications Center</p> 	<p>2013/14. The resources is designed to provide internal stakeholders with access to important communications tools, including templates, talking points, videos, and FAQs (to name a few). These resources were created utilizing communications best practices and designed to align with the District's strategic goals.</p>
<p>Caliber Awards</p> 	<p>Hosted the premier BCPS event recognizing outstanding role models for our students. The evening reception was held at the Greater Fort Lauderdale-Broward Convention Center; where 1320 attendees gathered to recognize and honor the Teacher of the Year, Principal of the Year, Assistant Principal of the Year and School-Related Employee of the Year. New this year, registration was available online and by mail.</p>
<p>Community Involvement Awards</p> 	<p>Presented the District's only event dedicated to congratulating and thanking volunteers for their service and positive impact getting involved in education. This year, the theme was, "Catch the Spirit." More than 600 attendees honored the volunteers, who are impacting the lives of our students. The ceremony was held at the Parker Play House in Fort Lauderdale. Both electronic and mail registration methods were available to the public.</p>
<p>Conversation with the District</p> 	<p>Re-envisioned 2012/13's Superintendent Listening Tours to a new community engagement forum for the BCPS community. Scheduled per school district, the Conversation with the District is an opportunity for parents, students, staff, and community members to sit down with the Superintendent and School Board members and discuss a variety of topics (based on audience questions).</p>
<p>Ed Talk 2013</p> 	<p>Hosted the second annual public forum on Saturday, October 12, 2013, at the Greater Fort Lauderdale/Broward County Convention Center. This event engaged more than 400 members of the Broward County community in discussions that were focused on shaping the priorities of the District, as well as creating and maintaining a high-quality school system. Attendees included students, parents, teachers, principals, and representatives from business, higher education, community and faith-based organizations. (Final report available upon request.)</p>
<p>Legislative Education & Action Online Resource</p> 	<p>Improved stakeholder access to legislative information impacting education in Broward County and across Florida through the improvement of the online resource.</p>