

Background:

To acquire and maintain the confidence of the public, and especially the parents of school children, it is incumbent for the district to have strategies that seek out and promote successes by schools, students, departments, and employees. It is also important to be transparent about actions taken by the school board or the administration that affect our school families and employees.

The Communication Division’s Media Relations department can make a significant impact on the district’s brand and reputation through efforts to influence media coverage, create and promote positive news stories, mitigate negative coverage, and use social media platforms to quell rumors and innuendo, as well as push out “our good news story”. Data analysis is available to measure the treatment and impact of stories in print, electronic, and social media.

Refer to Data Point Definitions for an explanation of the data.

Data:

Increase the number of pitched local traditional media stories by 40% by 2020.

Number of stories generated by OCPS

	Baseline	2015-16	2016-17	2017-18	2018-19	2019-20	Target
Local stories pitched	245 (2015-16)	245	329	275	389	503	343

Data Source: OCPS Media Relations tracking logs and external media monitoring vendor.

Data:

Increase the number of social media (Facebook & Twitter) and website postings by 40% in 2020.

Number of interactions affecting district reputation positively.

	Baseline	2015-16	2016-17	2017-18	2018-19	2019-20	Target
Social media and website posts	507 (2015-16)	507	2,263	1,332	2,729	3,641	710

Data Source: Social Media analytics

Data:

Increase number of positive stories reported and decrease number of negative by 30% by 2020.

Sentiment of stories reported by media

	Baseline	2015-16	2016-17	2017-18	2018-19	2019-20	Target
Positive	11.2% (2015-16)	11.2%	13.7%	23.1%	31.5%	26.0%	14.5%
Negative	15.6% (2015-16)	15.6%	27.1%	8.7%	7.7%	4.0%	11.0%
Neutral	73.5% (2015-16)	73.5%	59.2%	68.2%	60.8%	70%	Not tracking

Data Source: Assessment reports by external media monitoring vendor.

Data:

Increase number of stories pitched to national and state media outlets by 75% by 2020.

Number of stories pitched to national and state media outlets

	Baseline	2015-16	2016-17	2017-18	2018-19	2019-20	Target
National or state stories pitched	30	42	101	91	114	68	53

Data Source: Media Relations logs of national media solicitations and external media monitoring services.

Data:

Increase number of national and state stories placed with media outlets by 35% by 2020.

Number of stories placed in national or state media outlets

	Baseline	2015-16	2016-17	2017-18	2018-19	2019-20	Target
National or state stories placed	20 (2015-16)	20	72	105	109	76	27

Data Source: Media Relations logs of national/statewide media placements and external media monitoring services.

Data Point Definitions:

Stories	<p>What defines a story? Unique accounts or narratives of interest “pitched to” or “placed in” a national, state, or local audience via personal contact, media tip, or news release.</p>
Positive	<p>What is a positive story? A positive story is one analyzed as generally supportive of the district’s news or story subject as reported by local and national media.</p>
Negative	<p>What is a negative story? A negative story is one analyzed as generally critical of the district’s news or story subject as reported by local, state, or national media.</p>
Neutral	<p>What is a neutral story? A neutral story is one analyzed as generally balanced and non-committal on the district’s news or story subject as reported by local, state, and national media. Neutral stories are tracked and monitored but there is no target set for that category.</p>
Social Media	<p>What describes a social media platform? A social media platform is a mode of engaging in communication with the public via Internet access. At Orange County Public Schools, we use Facebook, Twitter, the website, and the OCPS mobile app.</p>

**Communications Division
Business Plan
2015 – 2020**

Goal: Sustained Community Engagement		Division Priority: Promote and protect the reputation of the district			
Current Condition					
<p>To acquire and maintain the confidence of the public, and especially the parents of school children, it is incumbent for the district to have strategies that seek out and promote successes by schools, students, departments, and employees. It is also important to be transparent about actions taken by the school board or the administration that affect our school families and employees.</p> <p>The Communication Division’s Media Relations department can make a significant impact on the district’s brand and reputation through efforts to influence media coverage, create and promote positive news stories, mitigate negative coverage, and use social media platforms to quell rumors and innuendo, as well as push out “our good news story”. Data analysis is available to measure the treatment and impact of stories in print, electronic, and social media.</p>					
Theory of Action					
<p>Compelling stories and fact-based reports, when shared at a high frequency, have a positive influence on public opinion, and the district’s reputation. Just as critical to protecting the reputation and the school district’s “brand,” is timely responses to negative stories. Reporters’ jobs include reporting on stories that may be perceived as irrelevant, but not to news editors and producers. Providing a responsible and balanced response to negative stories more often than not can be perceived as positive. The end result of a positive reputation greater positive public engagement, philanthropy, and support of schools and district activities.</p>					
Measurable Objectives					
	Baseline 2014 – 2015	Midpoint (3 Year) 2017 – 2018		Target (5 Year) 2019 – 2020	
	Actual	Target	Actual	Target	Actual
1. Increase the number of pitched local traditional media stories by 40% by 2020.	245 (2015-16)	294	275	343	503
2. Increase the number of social media (Facebook & Twitter) and website postings by 40% in 2020.	507 (2015-16)	608	1,332	710	3,641
Measurable Objectives					

**Communications Division
Business Plan
2015 – 2020**

3. Increase number of positive stories reported and decrease number of negative by 30% by 2020.	Pos: 11.2% Neg: 15.6% Neutral: 73.5% (2015-16)	Pos: 12.8% Neg: 13.3% Neutral: Not tracking	Pos: 23.1% Neg: 8.7% Neutral: 68.2%	Pos: 14.5% Neg: 11.0% Neutral: Not tracking	Pos: 26.0% Neg: 4.0% Neutral: 70%
4. Increase number of stories pitched to national and state media outlets by 75% by 2020.	30	42	91	53	68
5. Increase number of national and state stories placed with media outlets by 35% by 2020.	20 (2015-16)	23	105	27	76

**Communications Division
Business Plan
2015 – 2020**

Year	Strategies	Owner
2015 – 2020	1. Collect story leads from schools via internal communications for appropriate avenues of distribution ❖ (OC-2)	Chief Communications Officer
2015 – 2020	2. Work with departments to advance their distinctive stories to professional industry media ❖ (OC-2)	Chief Communications Officer
2015 – 2020	3. Develop campaigns around annual events to promote community participation, recognition and awareness ❖ (OC-2)	Chief Communications Officer
2015 – 2020	4. Use social media with more frequency to build our audience and take advantage of each medium's unique format ❖ (OC-2)	Chief Communications Officer

❖ Represents BROAD strategies