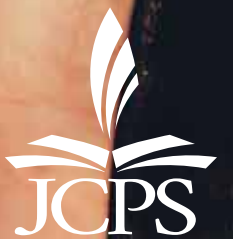


# THE HUMAN CONNECTION

JCPS  
COMMUNICATIONS  
REPORT 04.13.18



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# OUR TEAM.

## **ALLISON MARTIN**

Chief of Communications & Community Relations

## **DANIEL KEMP**

Deputy Communications Director

## **TONI KONZ**

Communications Coordinator

## **KATIE O'MALLEY**

Marketing Manager



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# WHERE WE WERE

- ✗ No coordinated message
- ✗ No marketing or branding
- ✗ A very reactive communications office
- ✗ Social media saved for snow days
- ✗ Lack of live coverage
- ✗ No video viewership



OLD WAY



NEW WAY

---

# WHAT WE DID

1. BUILT A STAFF CENTERED ON STRATEGIC PLAN PRIORITIES
2. FOCUSED EFFORTS OF THREE MESSAGING POINTS
3. CREATED SYSTEMS FOR PLANNING AND EXECUTION
4. BI-MONTHLY MEDIA BRIEFINGS
5. EMBRACED NEW TECHNOLOGY



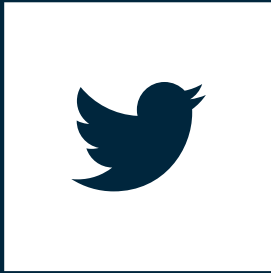
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# WHAT WE DID

- 6. CREATED SOCIAL MEDIA STRATEGY – UTILIZING FACEBOOK, TWITTER, INSTAGRAM AND SNAPCHAT
- 7. CREATED SPECIFIC CONTENT FOR SPECIFIC PLATFORMS
- 8. LAUNCHED WE ARE JCPS
- 9. GREAT STORIES TO SHARE

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**STRATEGIC  
FOCUS,  
EXPLOSIVE  
GROWTH**



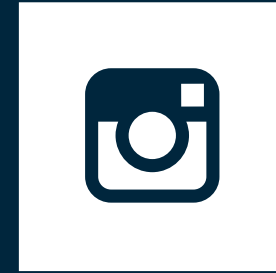
**100K**

UP FROM 47K IN  
FEBRUARY 2016



**40K**

UP FROM 22K IN  
FEBRUARY 2016



**10K**

UP FROM 2K IN  
FEBRUARY 2016



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# INTERNAL COMMUNICATIONS

- FAST FIVE
- NEW PARENT NEWSLETTER – SPOTLIGHT
- WEEKLY WRAP UP
- I LOVE MY JOB

MONTHLY NEWSLETTER | APRIL 2018



## spotlight



A MESSAGE FROM THE

### Superintendent



MONTHLY NEWSLETTER | APRIL 2018

## top stories



JCPS teachers' wish lists fully funded  
with surprise donations of \$107,000

The one-day donations through [DonorsChoose.org](#)  
funded 115 projects from 98 JCPS teachers. [Read the  
full story here.](#)

## calendar

MONTHLY NEWSLETTER | APRIL 2018

## resources

April's Step Up for Students donations from Central Office employees will support girls and women at both of these events.  
Gallon-sized, Ziploc-style bags, Travel-size toiletry and hygiene items, Gum and mints and New women's underwear. The Ziploc bags and donated items will be assembled as door prizes and giveaways at the Teenage Parent Program (TAPP) Student Day on Monday, May 7, and the Women's Unsale on Saturday, May 12.



3rd Grade Math  
Distributive Property



**Jefferson County Public Schools**  
Published by Daniel Kemp 170 · July 7, 2017 ·

As an added strategy to communicate with our families and community, JCPSS Acting Superintendent Marty Pollio launched his JCPSS Weekly Wrap Up video series today!

In his first video, Dr. Pollio shared the following highlights:

- Dr. Pollio spent time Wednesday with JCPSS Early Childhood teachers and students during the kickoff of JCPSS Camp Ready4K at Unsel Learning Center,...

[See More](#)



People have watched this video for a total of **4K minutes**

**Boost Post**

8.4K Views

Like Comment Share Buffer

272 Chronological

72 Shares



**Dr. Marty Pollio** @JCPSSuper · Apr 11  
 Visited two @WestportMS classrooms this morning to recognize outstanding @JCPSSKY staff. Teachers @Impeavley and @AliceGnau were each nominated for an 'I Love My Job' t-shirt by colleagues. Thank you for what you do each day. #WeAreJCPSS





**Dr. Marty Pollio** @JCPSSuper · Apr 11  
 ,@WestportMS's @AliceGnau is one of our @uofl teachers in residence. We value our partnerships and the impact they have on our students. Important work! #WeAreJCPSS



5 14 74

@JCPSSKY students. Thank you! #WeAreJCPSS



5 12 79

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# WHO TELLS YOUR STORY?

- CREATING STRATEGIC CONTENT
- BLOG
- LIVE ANNOUNCEMENTS
- LIVE TWEETING EVENTS

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# FIRST DAY OF SCHOOL STORY

# 8 SCHOOLS IN 8 HOURS



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# MARKETING & BRANDING



JEFFERSON COUNTY PUBLIC SCHOOLS

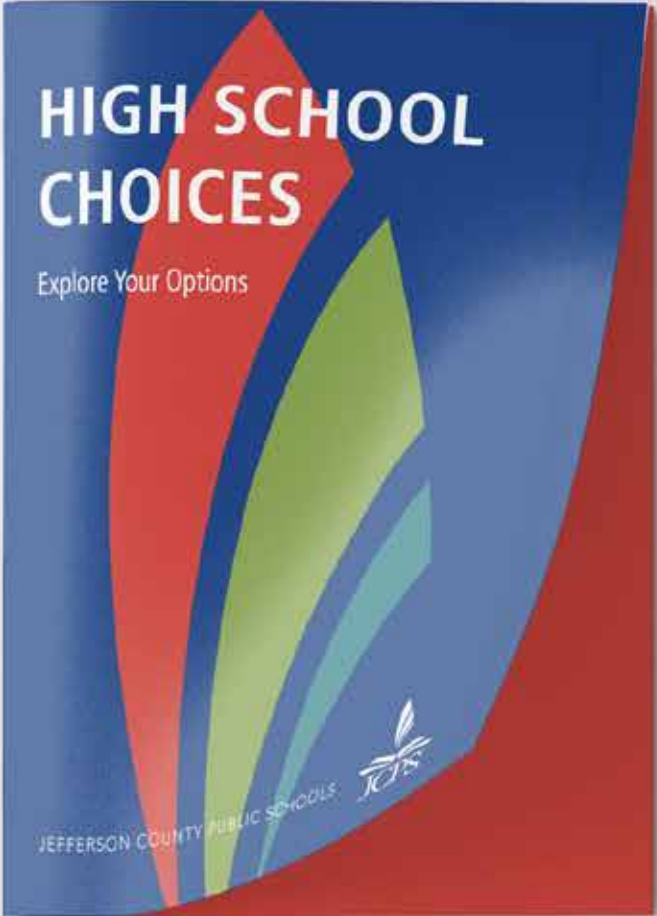
**2017**  
**Showcase  
of Schools**

OCTOBER 28 | 9AM-4PM

KENTUCKY EXPO CENTER



SHOWCASE OF SCHOOLS CAMPAIGN



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# **BUS DRIVER RECRUITMENT CAMPAIGN**

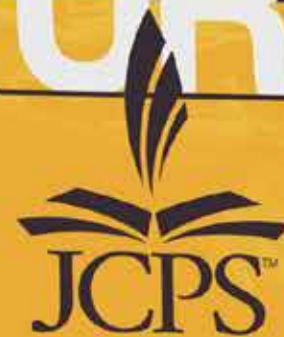




# DRIVE THE FUTURE

**BECOME A SCHOOL BUS DRIVER.**

[www.jefferson.kyschools.us](http://www.jefferson.kyschools.us)



EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER  
OFFERING EQUAL EDUCATIONAL OPPORTUNITIES

004084

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# THE ACADEMIES OF LOUISVILLE



**THE ACADEMIES  
OF LOUISVILLE**

THE ACADEMIES OF LOUISVILLE MATERIALS



WORKING STRATEGIC MARKETING PLAN

11.08.17 // LONG-TERM OUTCOMES ADDRESSED:  
Develop a strategic marketing and communications plan to introduce The Academies of Louisville both internally to schools and externally to our community as a whole. Strategy and tactics will be targeted to different audiences.

STRATEGIES	TACTICS / ACTION STEPS	MEASURABLE OUTCOMES	START / END DATE	LEAD / RESOURCES REQUIRED
AUGUST 2017 - AUGUST 2018 STRATEGIC MARKETING FRAMEWORK				
Create a unified brand identity for the roll-out of the Ford NGL initiative within Jefferson County Public Schools	<ul style="list-style-type: none"><li>Develop a name</li><li>Develop primary brand mark &amp; color palette</li><li>Develop brand messaging, tagline and key benefits</li><li>Develop all secondary logos for participating schools</li></ul>	<ul style="list-style-type: none"><li>Name &amp; Brand Identity</li><li>Primary and Secondary logos</li><li>Tagline</li><li>Brand Messaging</li><li>Key Benefits</li></ul>	Complete	Pro Bono
Grow and build a digital brand presence: Social Media, Content Marketing, Website, Video	<ul style="list-style-type: none"><li>Phase 1:<ul style="list-style-type: none"><li>Launch A of L Social Media Pages (Phase I: Facebook + Twitter)</li><li>Landing Page on JCPS website</li><li>Create school videos for use on JCPS website and A of L social</li></ul></li></ul>	<ul style="list-style-type: none"><li>Phase 1: Social pages developed and launched; page and video analytics are showing engagement and positive growth; building a database from CTA on landing page</li></ul>	Phase I: Complete	Phase 1: JCPS
Grow and build a digital brand presence: Social Media, Content Marketing, Website, Video	<ul style="list-style-type: none"><li>Phase 2:<ul style="list-style-type: none"><li>Develop an initiative-wide video to live on the website and social media pages</li><li>Academies of Louisville website design and development</li><li>Launch A of L Social Media Pages (Phase II: Instagram, YouTube, Snapchat)</li></ul></li></ul>	<ul style="list-style-type: none"><li>Phase 2: Video views, video watch behavior (watch time and audience retention)</li><li>Phase 2: Website KPIs are established, Website is developed, launched and performing to KPIs. Website traffic is hitting realistic goals of unique and returning visitors.</li><li>Phase 2: Blog is regularly updated and content is being shared on social media and as thought leadership in the community.</li></ul>	Phase II: TBD	Phase 2: TBD
Develop an internal communication plan to educate and engage principals and academy coaches of the initiative (organizational coherence)	<ul style="list-style-type: none"><li>Develop and Distribute Messaging Matrix (to everyone from Academy Coach to front desk and custodial staff)</li><li>Conduct Brand / Communications Training / Outreach presentation (Asst Supes, Academy Coaches, Principals, Counselors, Teachers, Front desk staff, custodial staff)</li><li>Build brand ambassadors among JCPS leadership; sharing success stories</li><li>Develop internal and customized collateral for incoming Freshman - to educate and engage all educators, teachers and staff (Freshman Orientation Guide, Academy &amp; Pathway Information)</li><li>Revise existing High School Choices Book to include Academies and showcase the various high school academies and pathways</li><li>Develop communications toolkit to educate and engage all educators, teachers and staff</li><li>Develop Profile of a graduate</li><li>Develop Work ethic certification</li><li>Develop communication plan for incoming teachers</li></ul>	<ul style="list-style-type: none"><li>All internal spokespeople knowledgeable about the unified brand messaging and implementation plan</li><li>Staff has deeper understanding of Academies of Louisville; if applicable, there is an option to show results of understanding via a pre and post survey</li><li>JCPS acting Superintendent is biggest brand ambassador</li><li>High School Choices distributed to schools and parents</li><li>Communication toolkits distributed throughout the district</li></ul>	Ongoing	JCPS

STRATEGIC PLAN

ACADEMIES OF LOUISVILLE // BRAND IDENTITY STYLE GUIDE

HORIZONTAL LOGO



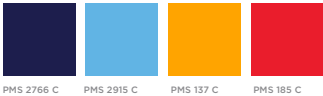
VERTICAL LOGO



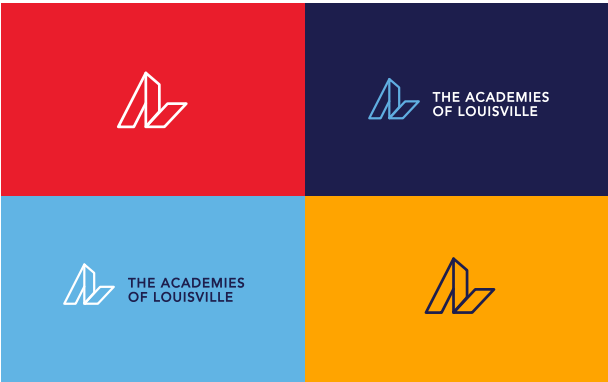
FONT

AVENIR LIGHT  
AVENIR BOOK  
AVENIR MEDIUM  
AVENIR HEAVY  
AVENIR BLACK

COLORS



COLOR USAGE



STYLE GUIDE

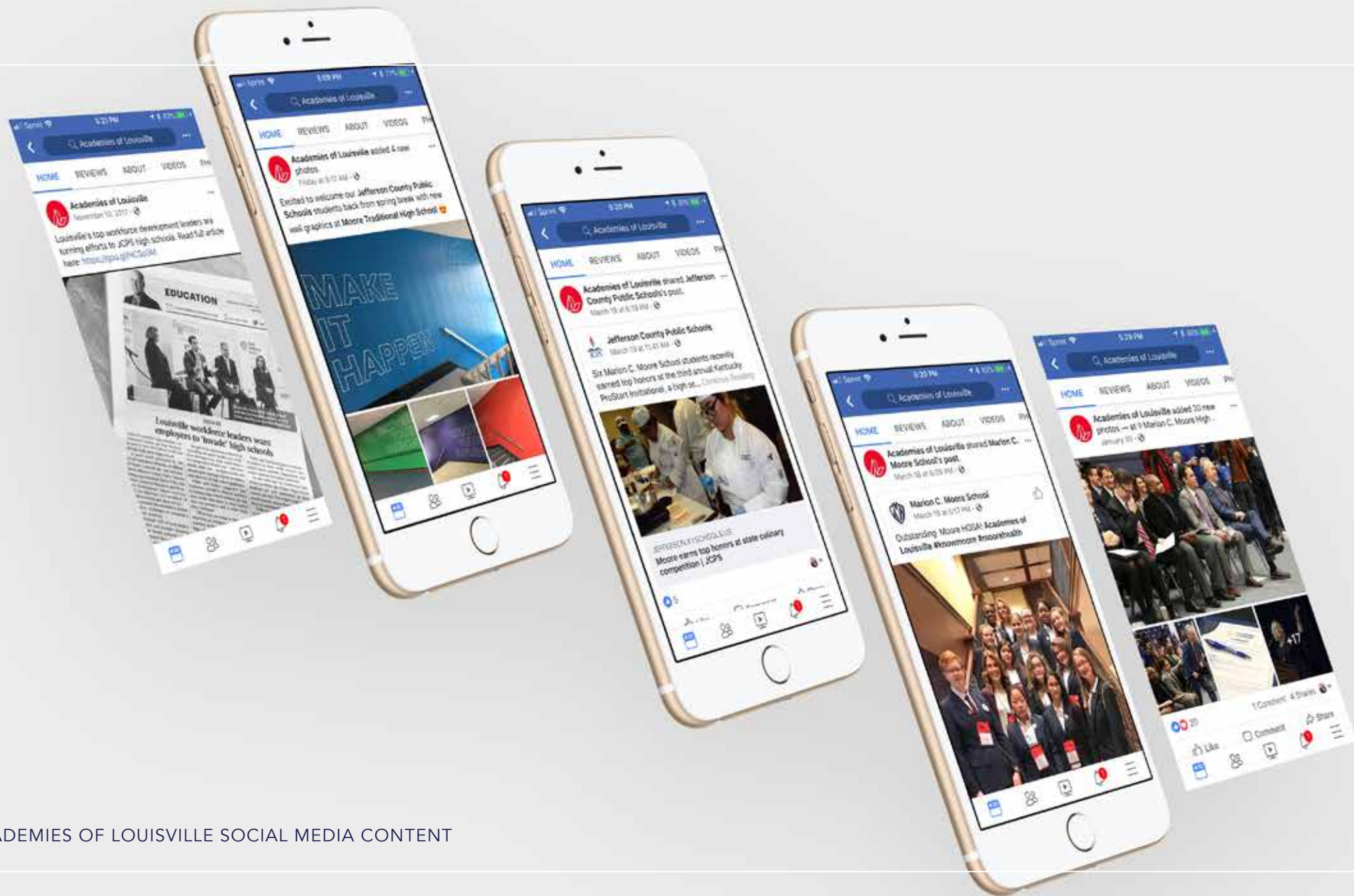




## THE ACADEMIES OF LOUISVILLE SOCIAL MEDIA



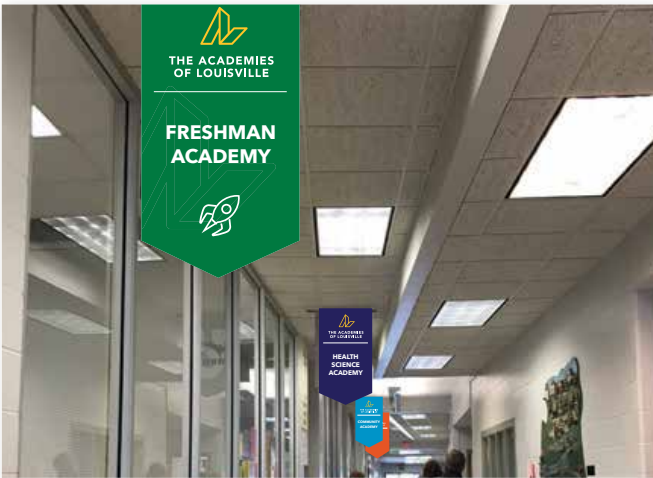
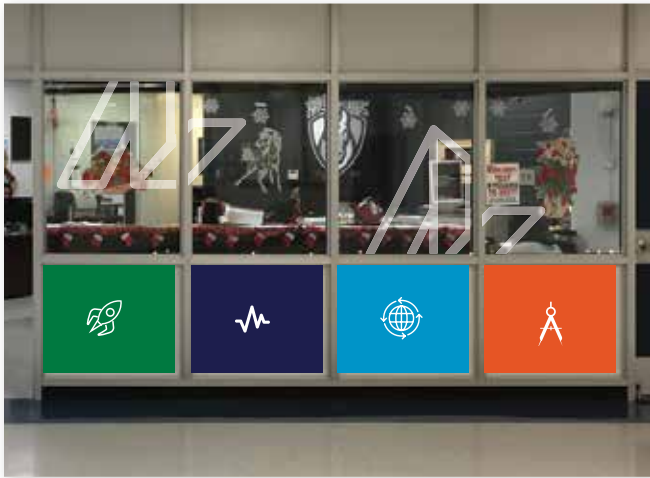




THE ACADEMIES OF LOUISVILLE SOCIAL MEDIA CONTENT



THE ACADEMIES OF LOUISVILLE SIGNAGE







THE ACADEMIES  
OF LOUISVILLE



COMING TOGETHER IS A  
**BEGINNING;**  
KEEPING TOGETHER IS  
**PROGRESS;**  
WORKING TOGETHER IS  
**SUCCESS.**





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# W.E.B. DuBOIS ACADEMY







LEGACY COLLECTIVE

ONE PRIDE.  
ONE BROTHERHOOD.



# W.E.B. DuBOIS ACADEMY

W. E. B. DUBOIS ACADEMY CREED

PERSEVERANCE

RESILIENCE

INTEGRITY

DIVERSITY

NO  
PARKING  
FIRE  
LANE

P

PERSEVERANCE

R

RESILIENCE

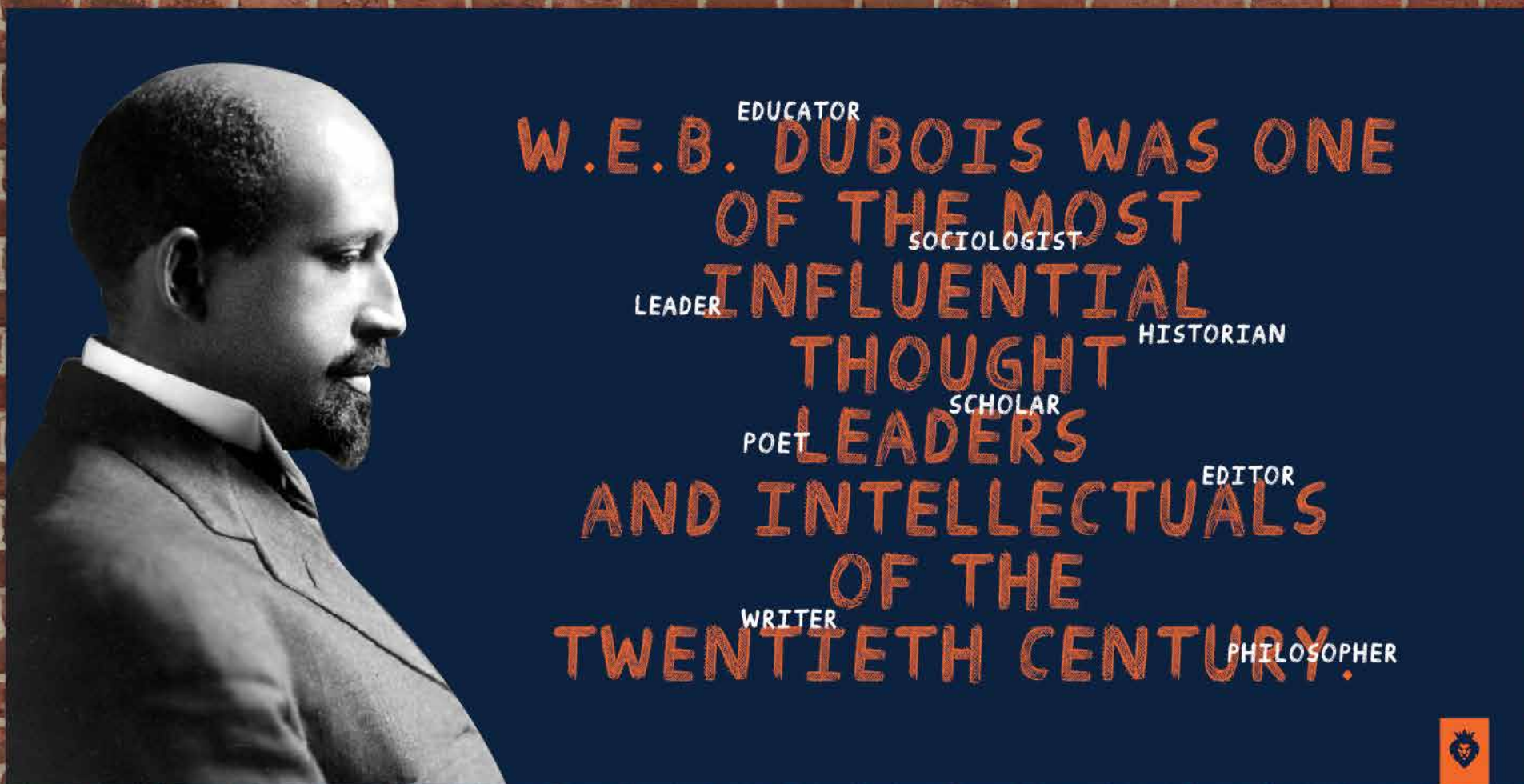
I

INTEGRITY

O

DIVERSITY





1868	1888	1895	1903	1905	1909	1950	1959	1963
William Edward Burghardt Du Bois is born February 23, 1868, in Great Barrington, Massachusetts.	Du Bois earns a degree from Fisk University in Tennessee and later joins Harvard College.	W.E.B. Du Bois became the first African American to receive a Ph.D. from Harvard University.	"Souls of Black Folk" is published calling for an end to segregation.	Helped found the Niagara Movement to fight for equal rights.	DuBois was one of the co-founders of the National Association for the Advancement of Colored People (NAACP).	Became the Chairman in the Council of African Affairs. He also became a candidate for the U.S. Senate for the New York Progressive Party.	Awarded the Soviet Lenin Peace Prize "for strengthening world peace."	W.E.B. DuBois became a citizen of Ghana at the age of 95 and later passed away on August 27, 1963.





**WE ARE**  
**DETERMINED**  
**TO ACHIEVE**  
**EXCELLENCE**





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# OLMSTED NORTH

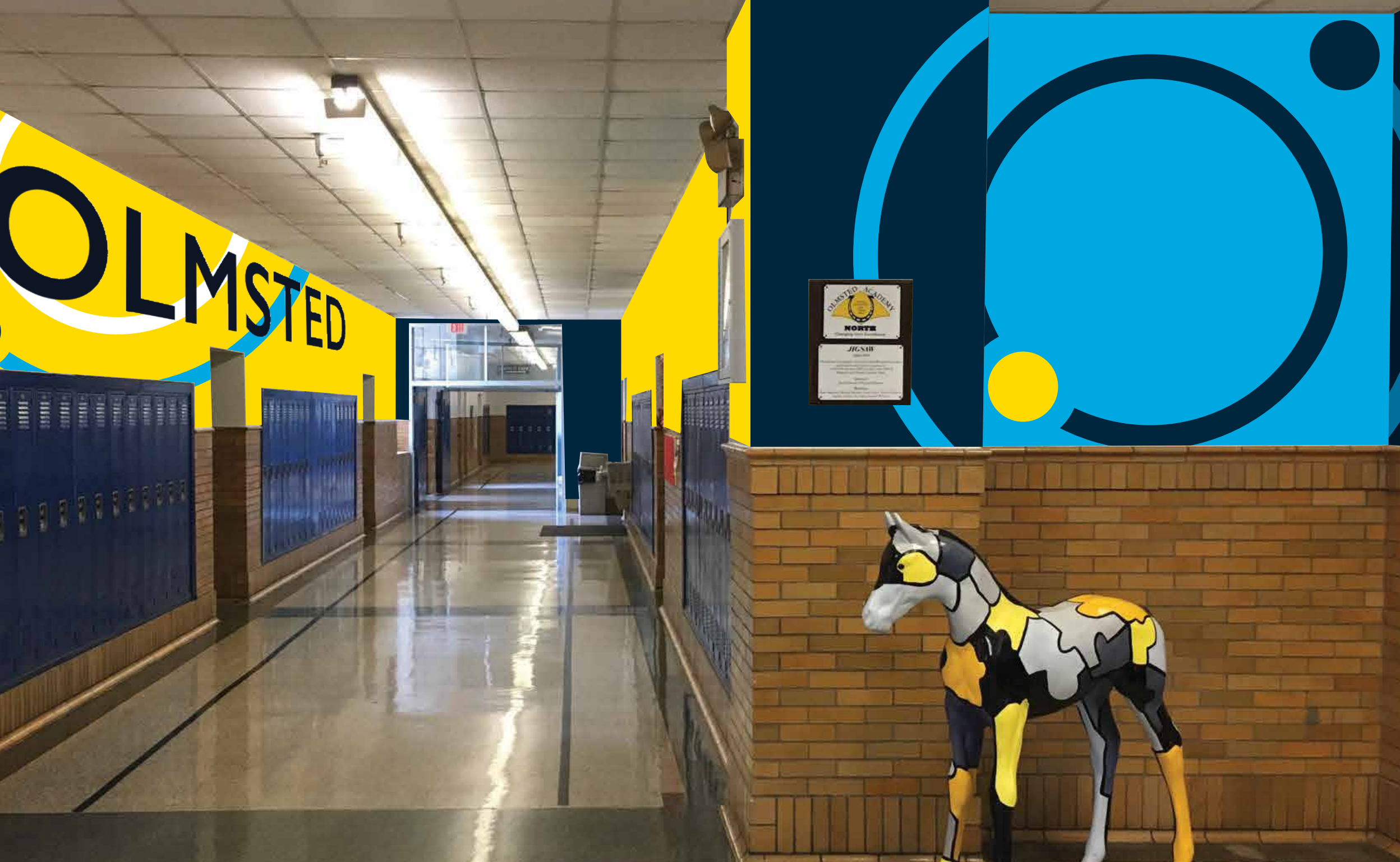




**OLMSTED**  
**NORTH**

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OLMSTED





# Backpack *of* Success Skills





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# MOVING FORWARD

- YOUR KEY MESSAGES
- COMMUNICATING AS A BOARD
- ALIGNING COMMUNICATION WITH STRATEGIC PLAN