

STAKEHOLDER ENGAGEMENT & COMMUNICATIONS

*2024 Communications &
Community Engagement Plan*



COMMUNICATIONS & COMMUNITY ENGAGEMENT STRATEGIC PLAN

Overview

The Prince George’s County Public Schools (PGCPS) division of Communications & Community Engagement has developed a comprehensive communications plan which aims to foster a culture of transparency, efficiency, educational excellence and pride in PGCPS schools and employees. The communications plan will leverage a variety of communication tools and platforms to proactively provide key information, successfully collaborate across divisions to elevate organizational initiatives and facilitate a community-informed and focused educational experience. PGCPS will leverage important partnerships with internal and external stakeholders including the Prince George’s County Board of Education, labor partners, students, staff, families and other elected officials to accomplish this work.

Mission

Guided by our organizational mission, the division of Communications & Community Engagement partners with internal and external stakeholders to amplify and elevate district initiatives and achievements providing students, staff and families with the necessary information to foster an exceptional educational experience while informing the public narrative and perception.

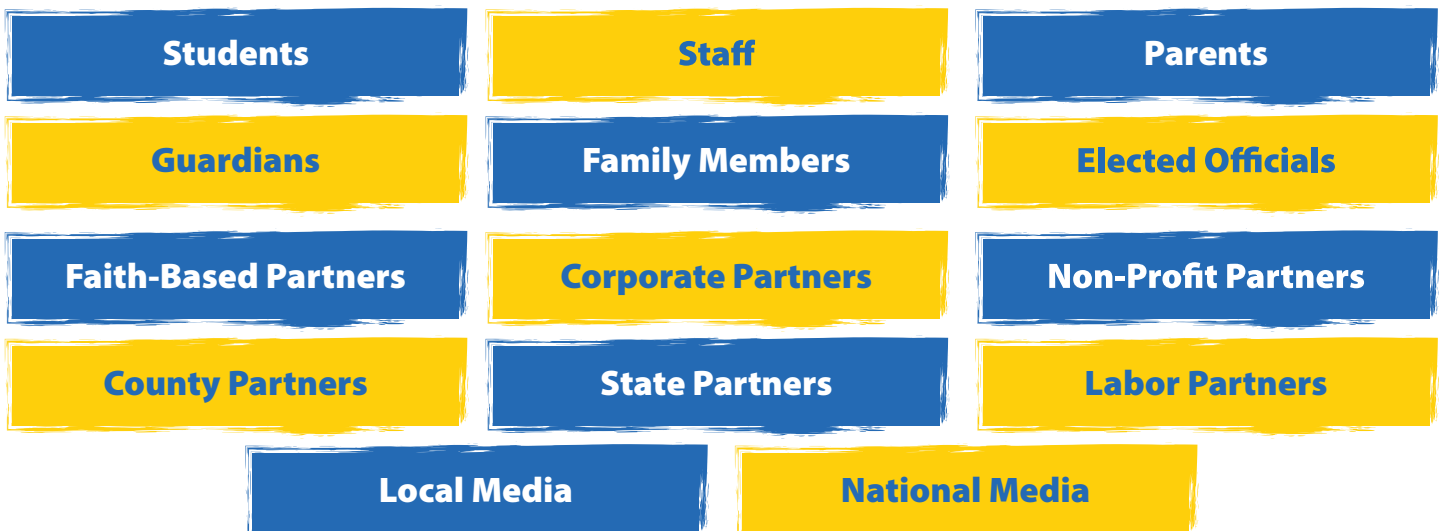
Vision

A culturally responsive communications and engagement team equipping our families with the necessary information to support the development of distinguished learners, leaders, voices of social justice, and advocates for humanity for the world of today, tomorrow, and beyond.

Goal	Objective	Outcome
<p>Create a division structure that allows the communications and engagement teams to effectively and efficiently serve the needs of the district cross-departmentally.</p>	<ol style="list-style-type: none"> 1. Realign the reporting structure of the division and budgets for proper accountability and increase efficiencies by 100%. 2. Implement a communications form which allows tracking and detailed reporting to better inform department actions and/or changes on a quarterly basis. 3. Increase monthly presentations and education to stakeholders as appropriate on structural changes, updated processes and procedures to facilitate district needs by 50%. 	<ul style="list-style-type: none"> • Budget expenses will be properly aligned for accountability and transparency. • The structure will allow each department to independently execute and carry out tasks without unnecessary levels and delay. • The form will provide meaningful data including action time, number of requests, frequency, types and instantly route the requests to appropriate team members for decreased response time. • Presentations will allow school based staff and departments to understand the appropriate communication procedures and channels to engage for strategic support with their initiatives.
<p>Provide culturally responsive coverage of district initiatives and achievements to inform and elevate public narrative and perception.</p>	<ol style="list-style-type: none"> 1. The Public Information Office will prioritize the development of relationships with media partners by increasing engagement to three weekly connections at a minimum. 2. The Communications Office will increase toolkit development by 50% to support uniform messaging for internal and external stakeholders with minimal delay where possible. 3. The Multimedia Office will increase the development of multimedia output by 50% across all channels for more consistent dissemination of initiative highlights and more. 	<ul style="list-style-type: none"> • Increased engagement and relationships with media will allow for a more informed narrative and increased earned media. • District initiatives and achievements, at all levels, will be highlighted on a consistent basis. • Toolkits will allow for internal and external stakeholders to have resources readily available to take an active role within their community in physical and digital spaces. • Communications will have more content readily available to partner with the Board of Education for a consistent message and informed interaction with constituents.

Goal	Objective	Outcome
<p>Develop internal and external stakeholder capacity to engage in advocacy and discourse within their schools, communities and public forums to increase overall accountability related to the implementation, funding and oversight of the educational experience.</p>	<ol style="list-style-type: none"> 1. The Department of Family & Community Partnerships will increase the number of schools with an active parent engagement group (PTA, PTO, etc.) by 10%. 2. The Department of Family & Community Partnerships Office will increase the number of overview presentations and obtain a 80% survey completion rate to better inform internal and external stakeholders of available resources. 3. Web Services will increase auditing of website pages by 15% to ensure increased accuracy of information and compliance with federal law. 	<ul style="list-style-type: none"> • Increasing parent engagement groups will allow increased advocacy from parents and promote community involvement across district initiatives. • The DFCP feedback will be used to better tailor necessary information for internal and external stakeholders including programming, Parent Engagement Assistant support, community engagement events, business and faith partnership development. • To help support schools and their websites as a central hub of information, web audits will ensure accuracy and accessibility of information to promote a more useful website experience for all stakeholders.
<p>Provide support and expertise to internal stakeholders to assist in the successful implementation of district initiatives, programs and organizational strategic plans.</p>	<ol style="list-style-type: none"> 1. The Office of Interpretation & Translation will increase language access audits by 50% to ensure best practice and legal compliance. 2. The Communications Office will formalize a digital advertising process to engage in targeted recruitment and information campaigns online. 3. The Communications Office will increase periodic branding audits of all PGCPs collateral developed internally for distribution to all stakeholders and provide guidance and/or training as needed. 	<ul style="list-style-type: none"> • More consistent information will be provided to all stakeholders that is culturally responsive to ensure understanding of important district initiatives and programming. • Subject matter experts within communications will provide tailored guidance to execute effective campaigns to recruit, retain and elevate employee efforts. • Branding enforcement will improve the internal and external perception of PGCPs as a unified school system and ensure more effective communication to all stakeholders.

TARGET AUDIENCE





COMMUNICATION CHANNELS & TOOLS

Channels	Tools
<ul style="list-style-type: none"> • Facebook • Instagram • X (formerly known as Twitter) • LinkedIn • School Messenger • PGCPs Website • 200+ microsites including schools • Newsletters • Email 	<ul style="list-style-type: none"> • Zendesk • Optimizely • Google Analytics • AI Chatbot • Town Halls • Toolkits • Stackla • TV Eyes • Meltwater • Adobe Creative Cloud • Fluency • MemoQ • Google Suite • Zoom • WebEx • Pocketalk Translation Devices

PERFORMANCE MEASUREMENT

Goal	Objective
<ul style="list-style-type: none"> • Event registrations • Sign-ups • Sign-in sheets • Filled interpreting requests • Unfilled interpreting requests • Language fluctuation • Enrollment fluctuation • Special Education specific requests • Telephonic interpreting minutes • School-based translation projects • Systemic translation projects • Survey feedback data • End of event surveys/feedback forms 	<ul style="list-style-type: none"> • Reach • Open Rate • Website Conversions • Website Engagement • Followers • Subscribers • Social Media Engagement • Sentiment • Web Ticket Satisfaction Ratings • Confidence Scores (AI Chatbot) • Completion Rate (surveys, etc.)

DIVISION ENGAGEMENT

Engagement Type	Title	Frequency	Departments Involved
Consulting	Communications Guidance (District)	As needed	Communications, Multimedia, Office of Interpretation & Translation, Web Services, Family & Community Partnerships
Education	Website Training	As needed	Web Services
Education	Language Access Presentations & Trainings	As needed	Office of Interpretation & Translation
Education	Collaborative with Academics: Foundations in Interpreting & Translation high school course	Daily	Office of Interpretation & Translation
Education	Family Institute workshops (External)	Bi-weekly	Family & Community Partnerships
Education	Family Institute Training (Internal)	Monthly	Family & Community Partnerships
Education	Dadversity	Monthly	Family & Community Partnerships
Education	Parent Leadership Organization Training (Internal)	Bi-monthly	Family & Community Partnerships
Education	Parent Leadership "Boot Camp"	Annual	Family & Community Partnerships
Education	Science Bowl Competition Show	Bi-weekly	Multimedia
Education	Parent Leadership Database Audit	Annual	Family & Community Partnerships
Education	Parent Engagement Assistants Professional Development	Monthly	Family & Community Partnerships
Education	Family Institute Conference (New)	Annual	Family & Community Partnerships, Communications, Multimedia, Office of Interpretation & Translation
Event	UMD Community Engagement and ISAEO- Estudios universitarios	Annual	Office of Interpretation & Translation, Communications
Event	Title III Collaborative: International Family Day at Camp Schmidt	Annual	Office of Interpretation & Translation
Event	Title III Collaborative: International Parent Leadership Consortium	Annual cohort	Office of Interpretation & Translation
Event	Parent Cafes	Monthly	Family & Community Partnerships
Event	Business Partner Convening	Quarterly	Family & Community Partnerships
Event	Drive & Dash	Annual	Family & Community Partnerships, Communications, Office of Interpretation & Translations, Multimedia
Event	Project Warm Distribution	Annual	Family & Community Partnerships, Communications, Office of Interpretation & Translations, Multimedia

DIVISION ENGAGEMENT (cont.)

Engagement Type	Title	Frequency	Departments Involved
Event	Volunteer Coordinators Training	Quarterly	Family & Community Partnerships, Communications, Office of Interpretation & Translations, Multimedia
Event	Volunteer Coordinators Appreciation	Annual	Family & Community Partnerships, Communications, Office of Interpretation & Translations, Multimedia
Event	Employee Recognition	Annual	Family & Community Partnerships, Communications, Office of Interpretation & Translations, Multimedia
Event	Teacher of the Year	Annual	Family & Community Partnerships, Communications, Office of Interpretation & Translations, Multimedia
Event	Family Engagement Conference (New)	Annual	Family & Community Partnerships, Communications, Office of Interpretation & Translations, Multimedia
Event	Pride Summit	Annual	Family & Community Partnerships, Communications, Office of Interpretation & Translations, Multimedia
Event	Hall of Fame Gala	Annual	Communications, Digital & Visual
Event	Community Partnership Breakfast	Annual	Family & Community Partnerships
Event	Toy Distribution	Annual	Family & Community Partnerships
Outreach	Media Engagement	Daily	Communications
Outreach	Crisis Communications (School)	As needed	Communications, Multimedia, Office of Interpretation & Translation, Web Services, Family & Community Partnerships
Outreach	Crisis Communications (District)	As needed	Communications, Multimedia, Office of Interpretation & Translation, Web Services, Family & Community Partnerships
Partnership	Solutions in Hometown Connections (SHC)	As needed	Office of Interpretation & Translation
Partnership	International Rescue Committee (IRC)	As needed	Office of Interpretation & Translation
Partnership	Early Childhood Task Force & Judy Center Steering Committee	Quarterly	Office of Interpretation & Translation
Promotion	Marketing (District)	As needed	Communications, Multimedia, Office of Interpretation & Translation, Web Services, Family & Community Partnerships

DIVISION ENGAGEMENT (cont.)

Engagement Type	Title	Frequency	Departments Involved
Promotion	Graphic Design	Daily	Communications
Promotion	Athletic Live Streams	Monthly	Multimedia
Promotion/Education	PGCPS Express - Internal Newsletter	Bi-weekly	Communications, Multimedia, Office of Interpretation & Translation
Promotion/Education	Engage PGCPS - External Newsletter	Bi-weekly	Communications, Multimedia, Office of Interpretation & Translation
Promotion/Education	Social Media	Daily	Communications, Multimedia, Office of Interpretation & Translation, Family & Community Partnerships
Promotion/Education	Blog	As needed	Communications, Multimedia, Office of Interpretation & Translation, Family & Community Partnerships
Promotion/Education	Website Updates	Daily	Web Services
Promotion/Education	Translation Services (Systemic & School-based)	Daily	Office of Interpretation & Translation
Promotion/Education	Interpreting Services (Systemic & School-based)	Daily	Office of Interpretation & Translation
Promotion/Education	PGCPS Spotlight Video	Monthly	Multimedia, Office of Interpretation & Translations
Promotion/Education	Promotional and Informational Videos (District)	As needed	Multimedia Communications, Office of Interpretation & Translations
Promotion/Education	PGCPS Kids News (New)	Bi-Weekly	Multimedia Office of Interpretation & Translations
Promotion/Education	PGCPS Podcast	Monthly	Multimedia
Promotion/Education	PGCPS Get to Know Videos	Bi-Weekly	Multimedia, Office of Interpretation & Translations
Promotion/Education	Sideline Sports Video	Bi-Weekly	Multimedia
Promotion/Education	PGCPS Quarterly Report	Quarterly	Communications, All District Departments



PRINCE GEORGE'S COUNTY BOARD OF EDUCATION COMMUNICATIONS SUPPORT

Prince George's County Board of Education (BOE) governs the oversight of the Prince George's County Public School (PGCPS) system through the enacting, interpreting and implementing of policies and establishing of operating and capital budgets, thus making decisions on educational, administrative, budgetary, facility and financial matters to facilitate accountability of the school system.

The BOE operates independently of the school system and is composed of locally elected individuals by district who are held responsible to the public. Throughout their term, BOE members may receive media requests, hold information sessions, host events, private meetings and/or community meetings where information on the school system may be requested or expected.

It is understood that it is incumbent upon PGCPS to provide the necessary, available information to allow the BOE members to provide informed responses and presentations for this engagement. It is also understood that the goal is to align messaging whenever possible to promote a "one band, one sound" approach which may also lead to engagement partnerships between the BOE and PGCPS. The information below provides an outline of the support that may be provided to the BOE through this partnership.

INDEPENDENT EVENTS

Independent events are defined as engagement events and/or meetings planned, facilitated and advertised by board members both individual and collective and not determined to be a campaign event. These events are not hosted in collaboration with PGCPS but may highlight ongoing PGCPS initiatives, programs and/or concerns.

- For such events, the division of Communications & Community Engagement may provide:
- Existing initiative talking points, marketing materials and collateral
- Blank marketing templates unique to BOE members for printing and digital promotion
- Photography/Video Coverage or equipment for use

PARTNERING EVENTS

Partnering events are defined as engagement events and/or meetings planned, facilitated and advertised by the BOE members and hosted in collaboration with PGCPS.

For such events, the division of Communications & Community Engagement may provide:

Existing initiative talking points, marketing materials, collateral
New talking points, marketing materials and collateral as needed
Interpretation at the engagement event and translation of collateral
Support in planning and facilitation of the engagement as appropriate

BOE MEDIA INQUIRIES

Media inquiries are defined as questions and/or requests for comments from local and national print, broadcast and digital news providers.

BOE Office or Member Specific Inquiries

If the following are true -

- Media is requesting a comment or interview specifically from a BOE member
- Comment or interview is around the opinion and/or area of expertise of the BOE member

The Public Information Office may -

- Provide existing talking points around the topic to the BOE Office to support an informed response

The Chief of Communications may -

Provide verbal and/or written guidance and/or recommendation on drafted materials to the BOE Office for the consideration and final decision of BOE Chair

PGCPS Specific Inquiries

If the following are true -

- Media is requesting a comment or interview specifically from or on a PGCPS initiative, program and/or matter of day to day operations
- Comment is around the opinion or area of expertise of a PGCPS staff member

The BOE Office may -

- Redirect the request or applicable portion of a request to the Public Information Office at media@pgcps.org for coordination

School Communications Support

Prince George's County Public Schools requires varied support with messaging to its respective 200+ school communities. The Division of Communications & Community Engagement remains committed to providing support as needed in the following areas:

- Emergency notification messages
- Interpretation services
- Translation services
- Event highlights (as appropriate)
- Site visit & media facilitation
- Media guidance and inquiry support
- Trainings & information sessions
- Branding compliance



FY25 ORGANIZATION CHART

