

Share Your Story: The Importance of Communications Planning and Engaging with Stakeholders

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Welcome

- » Importance of communications and engaging with stakeholders.
- » Resources available from our team.
- » Brief time for Q&A at the end.
- » Post-webinar evaluation.
- » Session is being recorded.



Presenter



Matt Resch

**President and Owner
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Communications Plan

- » Why does your school need a plan?
- » What should be in your plan?
- » Why is having a plan and initiatives important to the future success of your school?
- » Why is consistent messaging important?



Share Your Story

- » Proactively share your school's story with stakeholders.
- » Find what differentiates your school from others.
- » Share about your innovation and support for students in response to the pandemic.



Share Your Story

- » Utilize storytelling and your communications plan to market your school and drive enrollment.



Target Audiences

- » Parents of Prospective Students
- » Current Parents
- » Community Stakeholders
- » Legislators



Being an Ambassador

- » Be able to speak about what makes your school special.
 - Impactful talking points
 - Success stories
- » Be present for your school and students.
 - Attend school events
 - Volunteer on behalf of the school



Questions?



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Thank you for attending!

- » Post-webinar evaluation.
- » Resources available from our team.
- » Upcoming events.

