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

Matt Resch, President and Owner of Resch Strategies

February 25, 2021





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

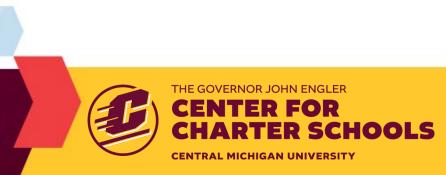
President and Owner Resch Strategies

www.reschstrategies.com



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?



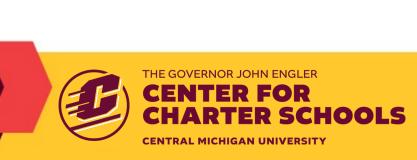
Share Your Story

- 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.



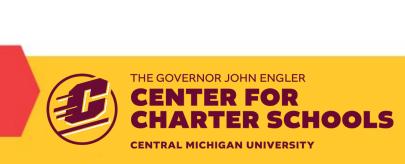
Share Your Story

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



Target Audiences

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

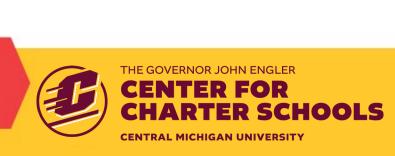


Being an Ambassador

- 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?



Thank you for attending!

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

