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.
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.
  o Impactful talking points
  o Success stories

» Be present for your school and students.
  o Attend school events
  o Volunteer on behalf of the school
Questions?
Thank you for attending!

» Post-webinar evaluation.

» Resources available from our team.

» Upcoming events.