



OAKLAND UNIFIED
SCHOOL DISTRICT

expect **Success**

Strategic Communications Plan 2010-11

“Building Community”

Communications Goals

1. “Reboot” relationship with Oakland community
2. Begin healing process with labor
3. Create narrative for District progress
4. Generate support for OUSD’s strategic vision
5. Clarify organizational values, goal and strategies
6. Grow grassroots capacity through partnerships
7. Encourage higher public acceptance of and enrollment in OUSD schools

Building Community

Strategic Communications Touchstones

Trust cannot be commanded; and yet it is also correct that the only one who earns trust is the one who is prepared to grant trust.

- *Gustav Heinemann, West German President*

I repeat... that all power is a trust; that we are accountable for its exercise; that from the people and for the people all springs, and all must exist.

- *Benjamin Disraeli, British Prime Minister*

But communication is two-sided - vital and profound communication makes demands also on those who are to receive it... demands in the sense of concentration, of genuine effort to receive what is being communicated.

- *Roger Sessions, American composer*

“Everywhere I’ve been, when adults are not in right relationship, children suffer.”

**- OUSD Superintendent
Tony Smith**

Communications works to repair relationships and restore public trust in OUSD so the community can come together in the service of children.

2010-11 District Context

1. Introduction of Strategic Vision to Community
 - New organizing principle for Oakland Public Schools
2. Collective bargaining with OEA
 - Looming possibility of continued labor strife
3. Local impact of state budget crisis
 - Prospect of additional cost-cutting measures
4. Organizational Restructuring
 - Personnel losses create continuity and capacity questions
5. Safety concerns and achievement gap
 - Overall progress threatened by struggled to deal with two most pressing issues

Communications SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• Improved media relations in 2009-10• Growing proficiency in proactive communications	<ul style="list-style-type: none">• Shallow reach within district organization and community• Lack of resources/capacity
Opportunities	Threats
<ul style="list-style-type: none">• Expansion of communications infrastructure through new technologies• Leverage community partners for grassroots campaigns	<ul style="list-style-type: none">• New vision creates need to build common understanding of organizational goals and strategy• Contentious labor negotiations could drown out message• Diminishing financial and personnel resources threaten proactive capacity

2009-10 Accomplishments

- Introduction of weekly newsletter
- Publication of weekly events calendar
- New, improved District websites
- Debut of blog
- Daily twitter updates
- Rollout of new websites to schools
- Developed student education and career component (MEA)
- Increased positive media coverage

School Websites Overview

June 2010

School Websites

As of June 2010:

- **74% of our elementary schools** have existing websites or are in the process of building new sites with Schoolwires
- **88% of our middle schools** have existing websites or are in the process of building new sites with Schoolwires
- **100% of our high schools** have existing websites or are in the process of building new sites with Schoolwires
- **71% of our Alternative Schools of Choice and continuation schools** have existing websites or are in the process of building new sites with Schoolwires

Additionally, half a dozen schools have converted existing websites to the Schoolwires sites provided by the District to cut costs or end contracts. We expect his trend to continue.

School Websites

Schools to target this summer for website development:

Elementary: Allendale, Bella Vista, Bridges Academy, Cleveland, Encompass Academy, Esperanza, Korematsu, Garfield, Greenleaf, Hoover, Howard, Lazear, Markham, Martin Luther King, Jr., REACH, RISE, Santa Fe, Sobrante Park

Middle: Roosevelt, West Oakland Middle School

High: Business Information & Technology and Leadership Prep
(need updating, possible conversion to Schoolwires)

Alternative/Continuation: Far West, Bunche

2010-11 Communications Priorities

Internal (employees)

1. Clarification of strategic vision
2. Expand reach of communications (Teachers, Laborers, etc.)
3. Help individual schools market themselves
4. Introduce and encourage greater use of online tools
5. Expand student and career prep initiatives

External (families, students, and community members)

5. Connect recent success to plan for future
6. Increase openness and rebuild trust in OUSD
7. Encourage greater parent and family engagement
8. Enhance access to data and information
9. Support recruitment and enrollment efforts