

## **Who is and what does our Communications Director Do?**

Peggy Georgi was hired as a part time public relations consultant. She brings over 35 years of experience from the academic, non-for-profit, and business industries. She holds a bachelor's degrees from Ball State University and earned her master's from Bowling Green State University in Ohio. She has strong connections in public education at the local and state level and is a member of the Indiana School Public Relations Association (INSPRA). The corporation has already received benefit during her short tenure as she brings a refreshing wealth of knowledge, experience, and energy to our school corporation.

In her role for Tipton Community School Corporation, she works closely with Superintendent Kevin Emsweller with the primary objective of improving TCSC communication activities to advance, build and maintain a strong, positive and transparent relationship with the community. The expectation and end result of her work and contributions thus far is on track with this objective. She has created a three-year strategic community engagement and branding plan for the corporation to work as together on this unified effort.

She is available to the corporation 24/7 as a resource and consultant to all staff and members of the board as needed on issues of relevance and impact to the school corporation.

To date, she has met with all administrative personnel and works with faculty and staff to assist with or prepare content / communication for use in a variety of applications. At any given time, you will find her running traps, putting out fires, doing the background research to ensure accurate and factual content as she works on tasks for me or our staff. In fact, she started off the week creating our second update on the coronavirus (COVID-19) for my review Monday morning followed by a conference call with Cheri Leffler (TES) to prepare a release after the fourth grade class visits to the 4-H building on Wednesday as part of this year's Earth Day Activities. We met Tuesday morning with high school administrators to develop a plan to use a variety of mediums to share the good things taking place throughout the building.

She is professional, responsive, and has been well-received by the teachers and administrators with whom she has worked. Here's some of things Peggy is doing for our corporation:

- Building relationships and trust one individual at a time inside and outside the school corporation including with Dawn Dunn at the Tipton Foundation, Jackie Henry at the Tipton Tribune, Kevin McCormack and Mary Francis Fernung, and Kristin McCoy at McCormack Printing, Vicki Warner and the Tipton County Chamber, among a few.
- Serves as a liaison and "go to" for all things public and media affairs as it relates to the school corporation. Worked closely with Alan Berry from Four Quadrants preparing all media releases related (before and after) the newly renovated weight room as well as the text for the corporation video the company created right after out of the gate.
- Has created documents and questionnaires for corporation use, training and to gather information including TCSC Safety FAQ, School Safety Parent Guide, School Board FAQ,

Communications Best Practices, 10 Commandments of Customer Service, and among a few.

- The creation of building and corporation marketing materials are in flight as is a brochure for the Pre-School program at TES. Project is expected to be complete and ready to roll out for the 2020-21 school year.
- She takes a proactive approach by preparing back end research on issues that impact our corporation and public education to help ensure accurate, factual content.
- Has written specialty pieces on programs and activities at all grade levels and for the corporation including parent letters and messages, thank you letters for grants, notifications, Red for Ed pieces and the coronavirus updates and an expose on THS/TTMS FFA programs and faculty advisors in the upcoming special edition Agriculture issue of the Tipton Tribune coming out this week.
- She attend events, serves as the photographer, downloads, edits, shares, and prepares releases. Among some of the events she has attended include the corporation's display at the Tipton 4-H Fair, open house for the newly renovated high school gym, and Tipton Academy among others.
- Her efforts have helped us see an uptick in positive press, social media following, and reduction in negative comments since the beginning of the year.
- We have seen an increase in faculty and staff at all levels reaching out for assistance and utilizing her in preparing information to share, tweet and post.