**TIPTON COMMUNITY SCHOOL CORPORATION**

**COMMUNITY ENGAGEMENT & BRANDING PLAN 2020-23**

**OBJECTIVE**: To improve TCSC communication activities to advance, build and maintain a strong, positive and transparent relationship with the community through a three-year strategic program. Our goals, through a collaborative team effort, are to increase transparency, share the district’s story with the greater community, exhibit the positive outcomes of the community’s investment in student learning, engage local businesses in supporting and investing in student success, showcase the value of TCSC schools, and Increase community trust and support.

**GOAL 1: Increase Positive Promotion**

**Specific**

Review, update, create and/or implement Traditional and Non-Traditional Methods of Communication and Community Outreach throughout the district.

**Measurable**

1. Review existing communication/information materials to determine if enhancements and/or additional communication is needed at each building.

1. Enhance process for positive press to local media outlets, professional publications and increase use of social media technology to share brand, message, and information. Printed mailers, video, website content, and social media together are key to ensuring corporation narrative is reaching and being shared by our various audiences.
2. Update website and utilize the latest social media tools to drive district families to the website with interesting, relevant and timely content, segments, staff/alumni profiles, etc.
3. Create new TCSC promotional materials to distribute throughout the corporation and community. Materials will highlight school corporation, history, programs, recognitions, learning and items that make TCSC special. Distribute to teachers, subs and staff, at open houses and back to school events, special school events, local community businesses, libraries, civic groups, city hall, chamber, realty companies serving Tipton County, prominently displayed at each building and administration office, posted online, and by request. Roll out 2020-21 school year.

1. Create Tipton Pride Appreciation/Recognition Program (Designed to recognize, thank and cultivate sustainable and effective community relationships)
2. Minimum one letter per month to someone demonstrating their Tipton Pride along with a TCSC commemorative item. Roll out 2020-21.
3. Create specialty corporation videos: An overview of the school corporation and a “Why I love My School” as shared by students.

**GOAL 2: Expand Blue and White in the Community**

**Specific**

Expand corporation’s visibility and brand throughout the community through increased engagement with local businesses, not-for-profits, governmental, and faith-based organizations

1. Encourage and support active Involvement and participation of students and staff in events and activities outside the school building.
2. Seek out and cultivate untapped corporate sponsorships and community partnerships.
3. Host onsite Community Open House/Tour/Dedications to see to see latest and greatest at TCSC. Follow up with these types of events to showcase how new/upgraded facility or program is being used by and benefitting students—and obtain some great testimonials to go along with it.

1. Offer Public Forums on Specialty Topics of Interest (i.e., safety, student handbook, new programs, services, etc.).

1. Specialty Speaking Engagements on TCSC and/or New Programs

Chamber Meeting

Not for Profit (Kiwanis, Tipton Foundation, City Council)

Tipton Library

Other

**Measurable**

1. Encourage students, faculty, and staff at every building to be more present in volunteer activities (on and off school property) that help make Tipton County a better place to live, work and play. Assign a representative from each building to keep track and log activities and volunteer hours of events/activities students and staff participate.
2. Develop methods to expand outreach and solicit feedback from community. Create Monthly Survey Monkey survey (3-5 questions) monthly. Specific topic area each month. Simple, short, measurable designed to give community a chance to weigh in and opportunity for corporation to take positive action.

**GOAL 3: Create Specialty Programs to Engage, Educate and Show Support**

**Specific**

Develop program designed to turn influential leaders into strong corporation supporters and advocates. Hands-on, education program will excite, inform and inspire participants to share their pride, knowledge and enthusiasm about the corporation as well as increase their interest to become more involved. This specialty program will merge volunteerism and civic engagement, continuously developing pride for and awareness of the corporation.

1. Create and implement Tipton Academy Program
2. Create and Implement First Responders Friday Program
3. Work with Chamber to add a category to Recognize Outstanding Educator and Staff

**Measurable**

Program templates will be researched, created, and approved and rolled out 2019-20. Program will be modeled after similar programs at area schools designed with a similar purpose (i.e., CCS Expedition, Miller Ambassadors, Fort Wayne Community Schools). First graduating class 2020.