WHY COMMUNICATE

- Promote transparency as a public agency
- Build internal and external support
- Dispel myths and rumors
- Maintain public confidence
- Establish relationships
WHAT TO SHARE

- Highlight successes and challenges
- Share trends and data
- Assist site leaders with communication
- Promote opportunities for collaboration
HOW TO REACH STAKEHOLDERS

- Work with local news media
- Empower staff as ambassadors
- Build your own communications infrastructure

Content should be accessible, relevant, compelling, credible.
Ten teams from Tustin and Orange districts to compete in upcoming robotics world championship

Irvine’s Woodbridge High School takes ninth place at the California Academic Decathlon

#kindnessmillion: PAL program at Roosevelt Elementary writes kind notes for all 582 students

Fullerton School District earns national award for innovative use of technology

Weekly roundup: More CSU students are college-ready. SCOTUS rules on special ed case and more
California Department of Education approves planned site of IUSD’s fifth high school

Monday, April 28, 2014

IUSD has reached a major milestone in its efforts to build a fifth comprehensive high school in time for the start of the 2015-16 school year.

In a letter dated April 15, the California Department of Education formally approved the 40.5-acre site slated for the new campus near the northeast border of the Great Park. The notice arrived just 11 days after the state Department of Toxic Substances Control similarly affirmed that the site meets the rigorous standards for school campuses.

The site approval follows years of planning and preparation. The district's Board of Education adopted a new master plan in 2013 that includes the fifth high school. IUSD's first comprehensive high school, Liberty, opened three years ago. The new campus will be Liberty II and will accommodate about 2,000 students.

The site was chosen because of its close proximity to other IUSD campuses and its potential to provide access to public transportation. The district will begin construction on the new campus this summer and plans to open it for the 2015-16 school year.
CHANNELS OF COMMUNICATION

- Websites
- Intranet
- Email blasts
- Internal/external newsletters
- Agency/department meetings
- Social media
- Blogs
- Board highlights
- Monthly newspaper column/op-ed
- News advisories/news releases
- Letters to the editor
- Third-party outlets
- Annual reports
- The local press
SOCIAL MEDIA
Considering a newsletter, blog, social media account or video series?

✓ Who is the audience?
✓ What do we want to achieve?
✓ Do we have the capacity?
✓ Can this be sustained?

Confusing or inconsistent communications can damage your organization’s reputation.
THANK YOU!

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