SUMMARY OF PROJECT:

Research:
Prior to the start of the COVID-19 pandemic, Lodi Unified had begun the process of developing its first ever strategic communication and marketing plan.

Over the months of November and December 2019, the District conducted a communications audit via ThoughtExchange. ThoughtExchange uses a "unique process for collecting input" and then "analyzes the data to determine common themes and priorities." The Communications ThoughtExchange was publicly conducted to solicit feedback and input from both internal and external stakeholders on the District's communication.

Planning:
Based on the feedback received from the ThoughtExchange, six (6) major themes arose in which the District could improve and strengthen communication, including: 1) Safety; 2) Modes/Frequency of Communication; 3) External Communication; 4) District Communication; 5) School Site Communication; and 6) Internal Communication.

With the six themes and the thoughts associated with the themes in mind, the District began developing a draft communication plan in January 2020. Over the early months of 2020, the District held internal meetings with the Superintendent's Cabinet and administrators from throughout the District to discuss the draft plan's four strategic goals: Goal 1) Develop a comprehensive crisis communication plan and supplemental safety communications; Goal 2) Improve and strengthen external communication with students, families, and the community at-large; Goal 3) Improve communication from the District to all staff; Goal 4) Revise policies and procedures regarding public relations and media relations.

Implementation:
The draft plan was placed on hold off and on throughout the 2019-20 and 2020-21 school years during the COVID-19 pandemic. The final plan was approved by the Lodi Unified Board of Education in July 2021. The three-year plan will sunset in 2024 and will be reviewed on an annual basis for updates.

Since the start of the 2021-22 school year, the District has implemented nine (9) strategies from Goals 1 and 2, including strategies 1.3, 1.7, 2.2, 2.3, 2.4, 2.7, 2.8, 2.9, and 2.10.

Evaluation:
The District is measuring and evaluating the implementation strategies, including: 1.7) percentage of invalid emails/telephone numbers/SMS numbers in Blackboard; 2.2) number of "dead" links and error messages associated with pages on the District's and school sites' webpages; 2.3) new proposed District logo will be on the March 29, 2022 Board Agenda for action and if approved, the District will monitor and evaluate the brand identity roll out; Strategy 2.4) all three phases of the first year of the rebranding plan for 48 schools has commenced and feedback/brand identity among school communities is being monitored and evaluated; Strategy 2.7) tracking engagement and response to videos and digital media; Strategy 2.8) tracking growth and expansion of social media channels on a monthly basis; Strategy 2.9) holding public ribbon cutting events to celebrate the completion of bond projects and tracking attendance; Strategy 2.10) tracking the number of positive and proactive news stories the District takes part in on a monthly basis.