



# **Public Relations Offices in the Great City Schools**

## **October 2013 9th Survey**

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# Public Relations Offices: An Executive Summary

In an effort to determine the structure and function of Public Relations (PR) offices in our member districts, the Council of the Great City Schools distributed a survey requesting information on these offices. This is the Council's ninth survey on PR offices; the first one was published in 1997.

Of the Council's 66 districts, 45 are included in the survey. The PR offices displayed many similarities, but also ranged in size and budget.

- Thirty-three districts (71%) have PR offices with staff between 5 and 20 people
- Seven of the districts (17%) have PR offices with staff of fewer than 5 people.
- Four districts (12%) have PR offices with staff of more than 20 people.
- Eleven districts (38%) have PR budgets between \$250,000 and \$750,000.
- Twenty districts (62%) have PR budgets greater than \$750,000.

PR offices in the Great City Schools often encompass different functions and are located in different departments. However, the survey indicated that most of the PR offices are either in Communications, Public Information or Community Relations Departments. The departments also vary in function and structure as seen in the attached organizational charts (see Appendix A).

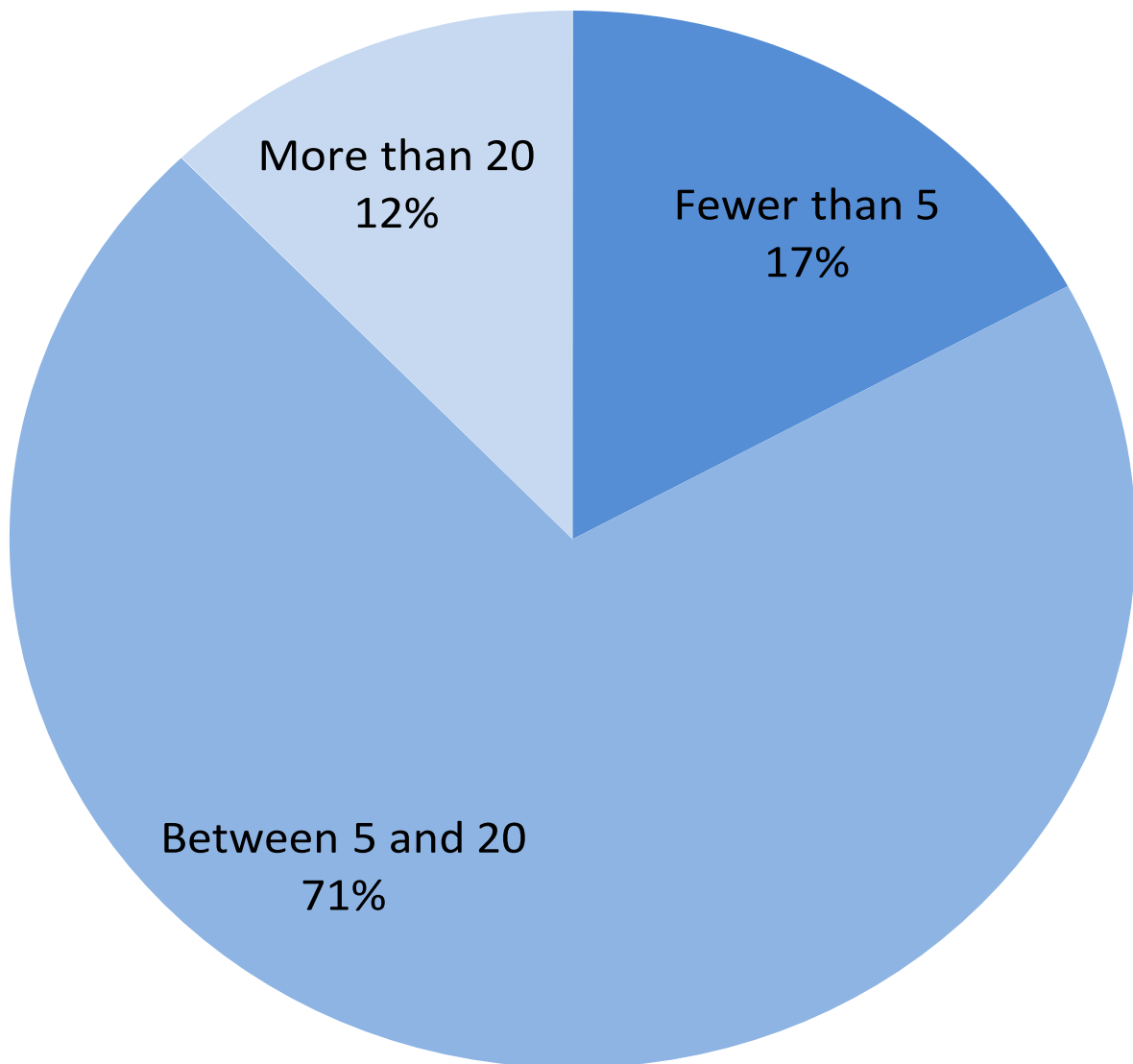
- Houston Independent School District has the largest staff with approximately 130 people but their Communications Department includes Media Relations, Strategic Partnerships, Multimedia, Family and Community Engagement, HR Strategic Communications and Bond Communications. Toledo has the smallest staff with two people.
- Nineteen districts have their PR offices handle television operations.
- Twenty-five districts have web masters on their PR staffs.
- Eleven districts have switchboard operators or customer service support on their PR staffs, four districts handle print operations and 10 have translators or provide translation services.
- Facebook and Twitter are the most widely used social media (40 districts).

## The Districts that responded to the PR Offices Survey

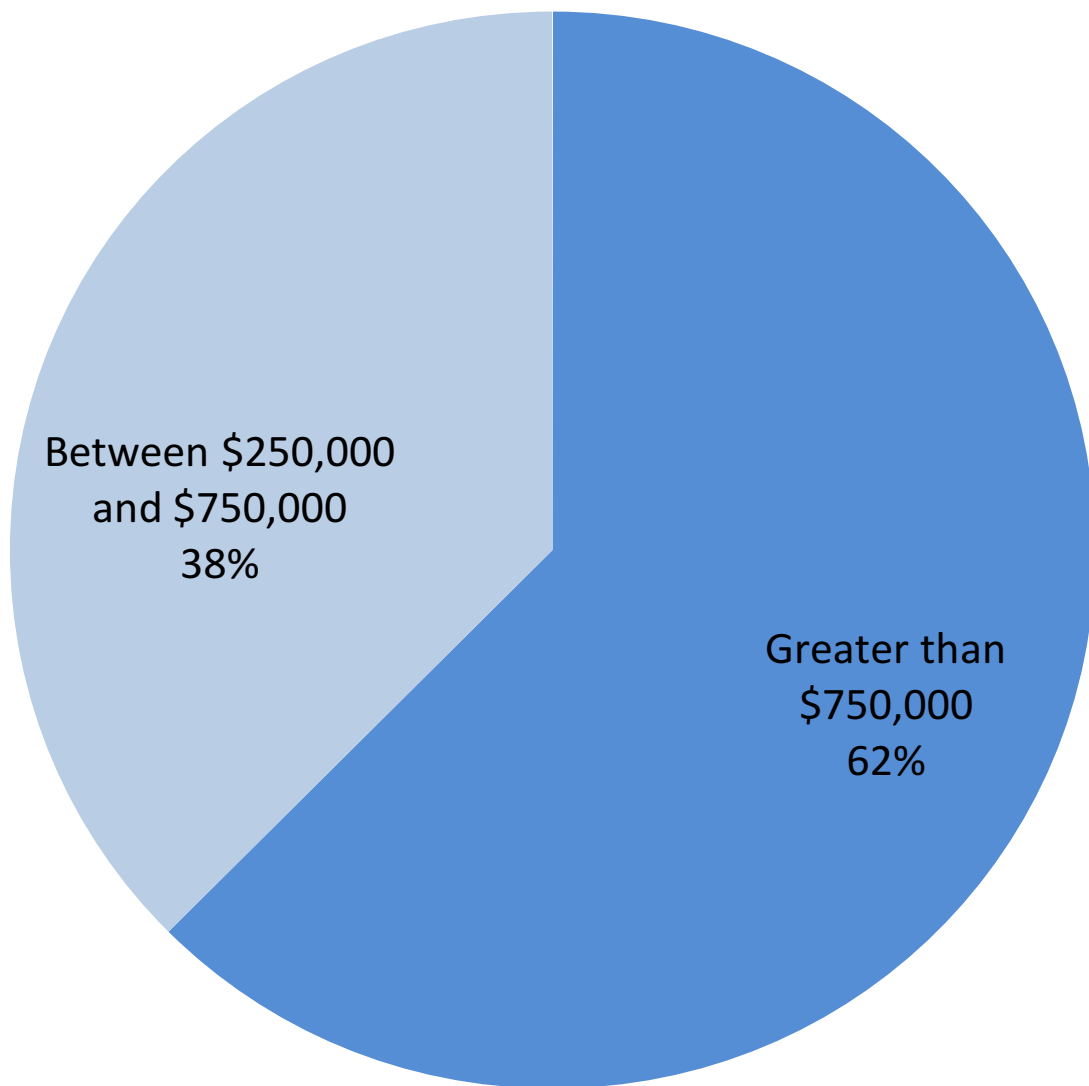
Albuquerque	Guilford County	Richmond
Anchorage	Houston	Rochester
Austin	Jacksonville	Sacramento
Baltimore	Jefferson County	Saint Louis
Boston	Kansas City	Saint Paul
Bridgeport	Little Rock	San Diego
Charlotte	Long Beach	San Francisco
Cincinnati	Los Angeles	Santa Ana
Clark County	Miami-Dade County	Shelby County
Cleveland	Minneapolis	Toledo
Dallas	Nashville	Wichita
Dayton	Norfolk	
Denver	Oklahoma City	
Des Moines	Orange County	
Detroit	Palm Beach	
Fort Worth	Portland	
Fresno	Providence	

District	District Size	Total Staff	Fewer than 5	Between 5 and 20	More than 20	Total Budget	Between \$250,000 and \$750,000	Greater than \$750,000
Albuquerque	86,922	8.0		x		\$498,035	x	
Anchorage	48,500	14.0		x		\$1,764,152		x
Austin	86,000	24.0			x	\$1,900,000		x
Baltimore	84,748	10.0		x		\$1,228,356		x
Boston	58,000	6.0		x		\$674,904	x	
Bridgeport	20,000					n/a		
Charlotte	144,000	12.0		x		\$1,900,000		x
Cincinnati	33,000	6.0		x		\$998,224		x
Clark County	311,429	11.0		x		\$2,000,000		x
Cleveland	40,871	9.0		x		n/a		
Dallas	157,000	34.0			x	\$1,105,574		x
Dayton	14,515	3.0	x			n/a		
Denver	84,424	17.0		x		n/a		
Des Moines	32,000	6.0		x		\$150,000		
Detroit	49,435	6.0		x		\$1,300,000		x
Duval County	124,918	8.0		x		n/a		
Fort Worth	80,000	22.0		x		n/a		
Fresno	72,000	8.0		x		\$1,237,787		x
Guilford County	72,500	7.5		x		\$422,869	x	
Houston	204,000	128.0			x	n/a		
Jefferson County	101,000	10.0		x		\$597,900	x	
Kansas City	16,500	6.0		x		\$750,000	x	
Little Rock	25,000	5.0		x		n/a		
Long Beach	81,000	3.0	x			n/a		
Los Angeles	650,000	9.0		x		\$1,000,000		x
Miami	345,944	20.0		x		\$1,693,310		x
Minneapolis	34,000	12.0		x		\$1,700,000		x
Nashville	82,000	8.0		x		\$969,300		x
Norfolk	33,000	10.0		x		n/a		
Oklahoma City	44,600	8.0		x		\$1,120,207		x
Orange County	183,562	33.0			x	\$2,120,770		x
Palm Beach	178,000	14.0		x		\$985,000		x
Portland	47,000	4.0	x			\$647,000	x	
Providence	23,600	4.0	x			\$512,000	x	
Richmond	23,000	7.0		x		n/a		
Rochester	28,600	6.0		x		\$890,000		x
Sacramento	44,000	4.0	x			\$669,907	x	
Saint Louis	27,500	6.0		x		\$1,591,067		x
Saint Paul	39,000	13.0		x		\$1,893,000		x
San Diego	132,000	9.0		x		n/a		
San Francisco	56,000	5.0		x		\$552,649	x	
Santa Ana	56,000	4.0	x			\$419,553	x	
Shelby County	140,000	9.0		x		n/a		
Toledo	23,000	2.0	x			\$253,900	x	
Wichita	50,639	13.5		x		\$949,260		x
TOTALS			7	33	4		11	20

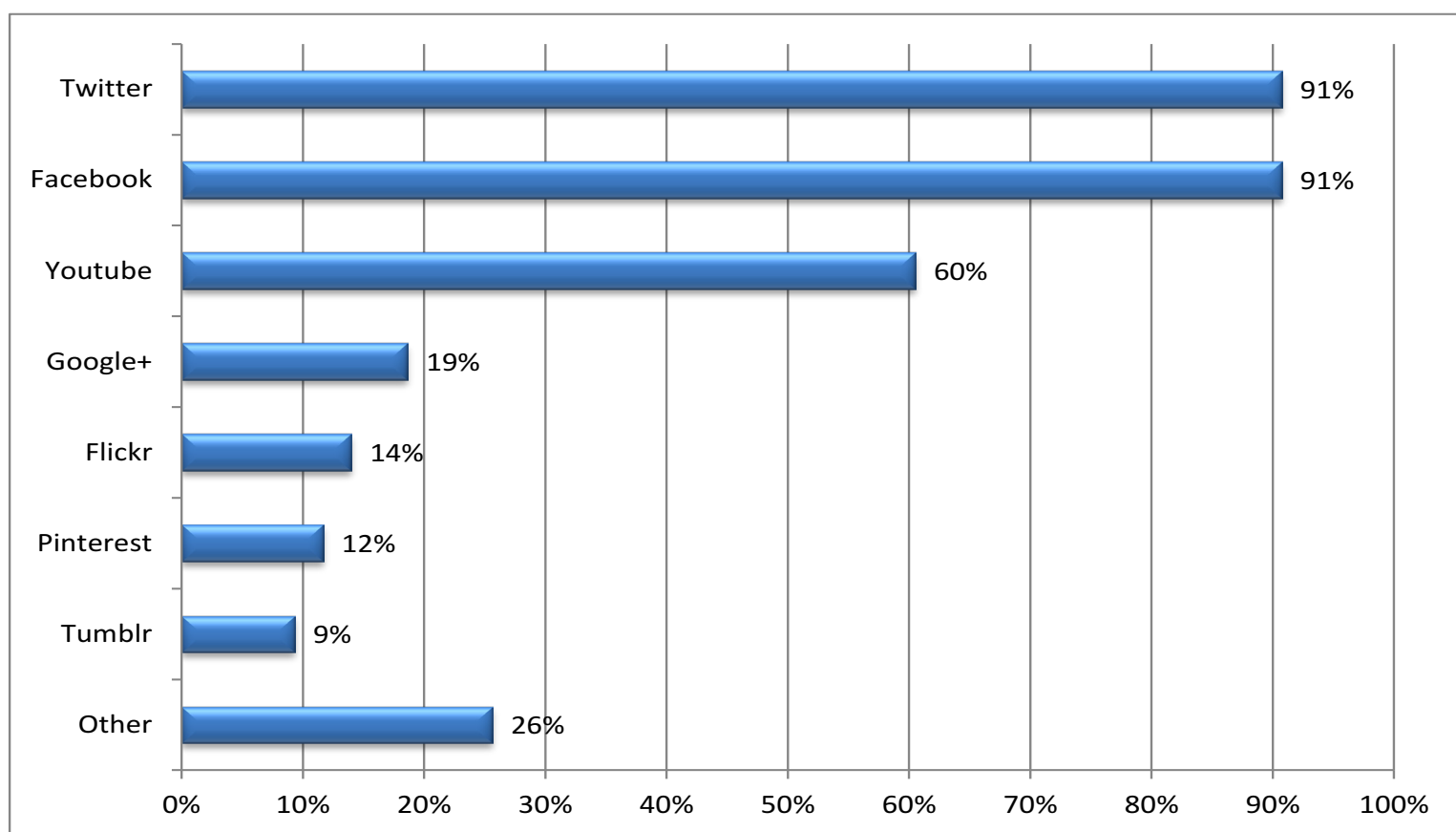
# **Public Relations Office Size in the Great Cities**



# **Budgets of Public Relations Offices in the Great Cities**



# Social Media Use in the Great Cities



# Summary of Description of Public Relations Offices

The following descriptions of the PR offices will not be able to cover the huge amount of material submitted for the survey, but will present a snapshot of the organization of the offices and those responsibilities closely aligned with public relations. The following information includes the name of the district, the number of k-12 students enrolled in the district, the department charged with public relations responsibilities, the staff within the department, their budget, and a summary of the department's responsibilities. Districts also listed their use of consultants as well as their use of social media. Below are the symbols for social media.



Facebook  
(online social network)



Twitter  
(online social network)



YouTube  
(video-sharing website)



Google+  
( social network)



Instagram  
Instagram  
( photo sharing app)



Tumblr  
( blogging platform)



LinkedIn  
(social networking website  
for professionals)



Vimeo  
(video sharing website)



Flickr  
(photo sharing)



Pinterest  
(content sharing service that  
allows members to “pin” images to  
virtual boards)



# Albuquerque Public Schools

**Enrollment: 86,922**

**Budget: \$498,035**

## **Communications**

Executive Director

Director

Manager of Marketing/Communications

Communications Specialist

Executive Administrative Assistant

Web Editor\*

Web Technical Writer\*

Web Graphic Designer\*

(\* While the web editor, writer and graphic designer report to the Communications Department, they are funded out of the Technology Department)

The **Communications** department oversees the internal and external communications for the district with approximately 87,00 students, 11,500 employees, 62 departments and 142 school sites. In addition, the department handles media relations, marketing and promotions, print and online publications, event planning, alumni and parent and community engagement, social media and website management, public records, crisis communications, management of the parent notification system, campaigns for capital projects including bonds and mil levies, video production, student recruitment for magnet school programs, outdoor advertising and graduation planning.

**Consultants:** Web maintenance/consultants- \$150,000, Contracted photographer- \$10,000

**Social media** is handled by the marketing manager on Facebook; the three other communications personnel on Twitter and the website team on YouTube and Flickr. Ten hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

			
6,300 likes	1,365 followers	11 subscribers	600 followers



# Anchorage School District



**Enrollment: 48,500**  
**Budget: \$1,764,152**

## Communications

Executive Director  
Senior Communications Specialist  
Senior Web Specialist  
Web Content Specialist  
Media Production Specialist (2)




Publications Supervisor  
Publications Technician  
Offset Equipment Operator (2)  
Digital Copy Center Operator  
Executive Secretary  
Customer Service Receptionist

Anchorage School District's **Communications Department** supports Anchorage's students, staff and the community by providing accurate and timely information about student achievement, *Destination 2020*, budget and other district initiatives. By working collaboratively with the superintendent, departments and schools, we're able to support them in achieving their goals, as outlined in *Destination 2020*, by communicating clearly and effectively. We focus our efforts on media relations, marketing and promotions, strong internal communications with our staff, crisis communications, event planning, television operations, public records, website and social media. Communications produces many publications, like our annual report to the community, *Expect the Best*; our weekly employee e-newsletter, *Inside ASD*; our monthly parent and community e-newsletter, *ASD Connect*; and more. Communications also supports schools and departments with its Publication Services (print shop and digital copycenter) and ASD-TV operations. We also maintain the district's website and produce content for ASD's social media accounts.

**Consultants:** School bond campaign- \$12,000

**Social media** is handled by the senior communications specialist on Facebook, senior web specialist on Twitter and media production specialist on YouTube. Collectively, the executive director and senior communications specialist oversee all social media communications. Ten to 12 hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

		
17,765 likes	8,961 followers (two accounts)	32 subscribers



# Austin Independent School District

**Enrollment: 86,000**

**Budget: \$1,900,000**

## Department of Communications and Community Engagement

Executive Director

Executive Assistant

Professional Assistant to the Executive

Assistant Director for Communications

Manager, School and District Relations

Communication Coordinator, School & District Relations(2)

Communications Coordinator, Facilities

Media Relations Supervisor

Media Relations Coordinator

Web Manager

TV/Channel 22 Supervisor

TV/Channel 22 Specialist (3)

Assistant Director for Community Engagement

Community Engagement Coordinator, District-wide

Community Engagement Coordinator, Facilities

Events and Stakeholder Engagement

Multicultural Outreach Coordinator

Translation and Interpretation Supervisor

Translators/Interpreters (3)

The **Department of Communications and Community Engagement's** mission is to build stronger links with employees, parents, families and the community. The department is charged with engaging all of the district's diverse communities and informing all publics of district policies, programs, services, successes, challenges and opportunities.

### Communications office

The communications team supports schools and departments by sharing information and promoting news about our schools to the many publics we serve. This office comprises the media relations, school and district relations, web services and channel 22 teams.

### Community engagement office

The community engagement team creates opportunities for public input and meaningful engagement using linguistically and culturally effective strategies. This office comprises the engagement, events, multicultural outreach, and translation and interpretations teams.

**Consultants:** Web services - \$35,000; Project management - \$40,000; Community engagement support - \$40,000; Communications/marketing/creative support - \$20,000; Graphic Designer - \$20,000; Photographers - \$15,000; Techs (audio, TV, production) - \$70,000; Translators - Agency/Independent- \$60,000

**Social media** is handled by multiple people within the department. Seven hours a week is the average time spent on social media.

### Social Media At-A-Glance:

		
1,384 likes	5,122 followers	N/A subscribers

# Baltimore City Public Schools



**Enrollment: 84,748**

**Budget: \$1,228,356**

## **Communications within the Engagement Office- along with Partnerships, Family and Community Engagement**

Communications Director	Communications Specialist-Media and Design
Technology Manager	Communications Specialist-Major Initiatives
Public Information Manager	Attendance Communications Coordinator
Communications Specialist-District Publications	CTE Partnership Communications Coordinator
Communications Specialist-Integrated Technology	Production Assistant

The **Communications, within the Engagement Office** handles all district communications--internal and external--and provides communications support to the district's 200 schools and programs. The office oversees three district websites including the main district site, employees site and a site for and about our students as well as provide support to 200 school websites, including weekly trainings for web managers. The office also manages the district cable TV channel; shoots and produces video content for cable TV and websites; handles all major publications for the district; all CEO communications and major initiative communications, all media contacts and public information requests; manages the district's automated call system and train schools on the system; develops and implements the district's overall communications strategy; develops communications strategies for discreet projects, bodies of work; develop and maintain district identity system, style guide, etc.; provide crisis communications and marketing support to schools; and handle social media for the district.

**Consultants:** We currently have a contract with an outside video production firm to supplement our own content generation for the cable TV channel - \$69,000 per year. We use external translation services. We contract annually for robocall and e-blast services and CMS support. Lastly, we manage a requirements contract for the district for design and printing support. It is a three-year contract with a cap of \$1.5 million a year, we spend about \$300,00 a year about half of which comes out of the communications budget.

**Social media** is handled by the entire team. One hour a week is the average time spent on social media.

## **Social Media At-A-Glance:**



**3,662**  
followers



# Boston Public Schools

**Enrollment: 58,000**  
**Budget: \$674,904**

**Communications Office**

- Chief Communications Officer  
Director of Media Relations  
Communications Specialist
- Publications Specialist  
Translations Manager  
Administrative Assistant

The **Boston Public Schools (BPS) Communications Office** oversees strategic messaging, media relations, social media, print publications and translations for the District. We work closely with three other offices: the Office of Family and Student Engagement, the Office of Community Engagement and Welcome Services to inform families and the community about the Boston Public Schools.

**Social Media At-A-Glance:**



 8,000 likes	 7,500 followers	 N/A subscribers	 N/A followers
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**Social media** is handled by three people. Twenty hours a week is the average time spent on social media. This includes targeted web messaging. We maintain the main BPS website (bostonpublicschools.org) and issue sites, such as bostonschoolchoice.org, which were used during specific outreach and community engagement campaigns informing and driving particular policy decisions. We also generate weekly social media blast newsletters which tie directly to conversations we are having on Facebook and Twitter.



# Bridgeport Public Schools (Bridgeport, Connecticut)

**Enrollment: 20,000**  
**Social Media At-A-Glance:**

 972 likes	 110 followers
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# Charlotte-Mecklenburg Schools



**Enrollment: 144,000**

**Budget: \$1,900,000**

## Communications

Chief Communications Officer

Director of Media Relations

Media Relations Specialist (3)

Manager, Internal Media and Communications

Administrative Assistant (2)

Communications Strategy Specialist

Senior Editor

Web Media Specialist

Social Media Specialist

The **Communications department** is responsible for 1) all media relations efforts including biweekly media briefings, 2) district-wide communication efforts through the use of our communication channels including our website, intranet sites, CMSTV station, social media sites and newsletters, 3) community engagement efforts such as town hall meetings and engagement surveys, 4) helping to build principal capacity to market their schools as schools of choice and 5) the overall effort to drive a culture of communication that engenders employee engagement and strengthens public trust.

**Consultants:** Call System (BlackBoard Connect) - \$500,000, K12 *Insight* (survey and community engagement management) - \$180,000

**Social media** will be handled by the social media specialist, a newly created position. Two percent a week is the average time spent on social media at this point.

## Social Media At-A-Glance:

			
7,200 likes	2,000 followers	N/A subscribers	N/A followers



# Cincinnati Public Schools

**Enrollment: 33,000**

**Budget: \$998,224**

## **Public Affairs Department**

Director

Manager of Marketing and Community Relations

Assistant Communications Manager

Coordinator of Community Learning Centers



Senior Graphic Designer

Administrative Assistant

The **Public Affairs Department** coordinates all internal and external communications, handles content development and management of the district's web sites, oversees media relations, and manages the district's Community Learning Center partnerships. Additional responsibilities include leadership communications support for the Superintendent and Board of Education, event planning, publications, marketing, advertising and public relations.

**Social media** is handled by the manager of marketing and community relations. Five hours a week is the average time spent on social media.

## **Social Media At-A-Glance:**

		
2,251 likes	760 followers	23 subscribers

# Clark County School District

## (Las Vegas, NV)



**Enrollment: 311,429**

**Budget: \$2,000,000**

### **Communications Office**

Chief Communications Officer

Press Secretary

Publications Specialist

Communications Assistant

Secretary

Photographer

Internal Communications Manager

Ethnic Outreach Specialist

TV and Web Production Specialist

Officer Manager

Office Specialist

The **Communications Office** is responsible for sharing timely and accurate information, on behalf of the nation's fifth largest school district, with all members of the community, including more than 37,000 employees, 311,000 students and their families, as well as television, radio and newspaper outlets from throughout the world. The office also oversees media relations, print and online publications, event planning, alumni and parent and community engagement, social media and website, strategic communications, crisis response and photography and filming services.

**Social media** is handled by the communications assistant and the TV & Web production specialist. Five hours a week is the average time spent on social media.

### **Social Media At-A-Glance:**

		
3,185 likes	1,993 followers	N/A followers



# Cleveland Metropolitan School District

**Enrollment: 40,871**

## **Communications & Family/Community Relations Department**

District Communications Officer

Operations Support

Videographer (2)

Graphic Designer

Website Specialist

Community Relations & Public Affairs Specialist

Media Specialist (Broadcast)

AV/Archivist

The **Communications & Family/Community Relations Department** is the hub of all internal and external communications in the Cleveland Metropolitan School District, where timely and effective communications and community engagement is a team effort.

### **Communications**

Members of the Communications Team work cooperatively with all departments to keep students, parents, staff, citizens and news media informed of events and progress in our schools through print, web and digital video communications.

### **Family & Community Engagement**

Our FACE Team implements programs and activities at the building, district and city-wide level to foster positive relationships between CMSD schools, families and the community-at-large. Family Engagement coordinators encourage, recruit and assist parents, caregivers and citizens to provide support and interventions to help CMSD students and families. FACE team members work with community partners and volunteers to support CMSD students and to meaningfully engage parents and community in the CMSD school experience.



# Dallas Independent School District



**Enrollment: 157,000**

**Budget: \$1,105,574**

## **Communication Services**

Chief of Communications

## **Marketing Services**

Manager

Graphic Designer

Marketing and Publications Coordinator

Social Media Specialist

## **News and Information**

Director, News and Information

News and Information Coordinator

Multicultural Media Services Coordinator

Bilingual Web Specialist

## **Web Services**

Web Services Manager

Web Specialist

Bilingual Web Specialist

## **Dallas Schools Television- DSTV**

Director

Senior Producer

Producer (2)

Broadcast Engineer

Master Control Operator

## **Translation Services**

Director

Specialist (3)

Support Staff (8)

## **Internal Publications**

Manager

Coordinator



# Dallas Independent School District


**Marketing Services** is responsible for communicating externally with community and stakeholders through publications (Newslines, flyers, brochures), marketing and advertising, e-newsletters (@DallasISD & eFamily), social media (Facebook, Twitter) and photography (Flickr).

**News and Information-** Dallas ISD's News and Information staff strives to provide local, state and national media with accurate and timely information and news about the Dallas Independent School District. Web Services provides web site design and organization, content management and web application development.

**Translation Services** provides language support to schools and parents to assist in communicating academic information and promote participation in all school-related activities.

**Internal Publications** produces the weekly employee newsletter called *The Same Page*, coordinates Bond Program events, and produces other communication materials and documents for Dallas ISD employees.

## Social Media At-A-Glance:

						
8,081 likes	2,453 followers	2,881 subscribers	N/A followers	N/A followers	170 followers	N/A followers

# Dayton Public Schools



**Enrollment: 14,515**

## **Office of Public Information**

Public Information Officer

Communication Specialist/Webmaster

Communications Team Leader

The **Public Information Office** is responsible for oversight and coordination of the district's internal and external marketing and communication. We work with an internal information network through regular contact with the district's departments, schools and special centers to gather and share the good news about DPS for general release and publication. Our department is on call to assist schools and departments with everything from event planning and publicity to news conferences and crisis communication. We also oversee the district website and social media accounts.

The department also oversees DPS TV (Time Warner 21), the district's 24-hour educational cable station featuring information and entertainment programming highlighting life in Dayton Public Schools. High school sophomore, junior and senior students in the media arts/radio/television program at Ponitz Career Technology Center produce and host programs on the non-commercial station. The department also oversees WDPS FM, Dayton's only jazz station. The non-commercial radio station is staffed by students and volunteers.

## **Social Media At-A-Glance:**





# Denver Public Schools

**Enrollment: 84,424**

## **Communications Office**

Chief Communications Officer

Director of Media Relations

Director of Multicultural Outreach

Director of Marketing

Director of Internal Communications and Culture

Director of Chief Academic Office Communications

Director of Communications for School Improvement Initiatives

Senior Marketing Manager

Transportation Communications Specialist

Manager of Internal Communications

Regional Communications Specialist

Videography Executive Producer

Manager of Web Communications

Sr. Manager of Intranet Communications

The DPS **Communications Office** informs, engages, unites, and celebrates our community to help ensure that every child succeeds.

**Chief Communications Officer-** Oversees the department to strengthen the connection between schools and their community.

**Director of Media Relations-** Oversees media relations, aids schools and principals in promoting events and happenings across the district, assists in external district and school communications and oversees the publications of newsletters in several other languages.

**Director of Multicultural Outreach-** Responsible for bridging communication gaps for non-English-speaking parents. Lead-host of a DPS sponsored Spanish show named “EDUCA Radio.” Directs the publication of the DPS Spanish newspaper, *EDUCA Noticias*, and oversees the publications of newsletters in several other languages.

**Director of Marketing-** Develops and implements a district-wide marketing strategy to support all schools as well as provides individual marketing support to school leaders.

**Director of Internal Communications and Culture-** Develops and implements comprehensive communications and employee engagement programs and strategies to support the district’s priorities.

**Director of Chief Academic Office Communications-** Works closely with the Chief Academic Office (CAO) on communication strategies to support the implementation of the CAO’s academic priorities.

**Director of Communications for School Improvement Initiatives-** Supports schools and DPS teams pursuing comprehensive and innovative change targeted toward raising student achievement and engagement.

# Denver Public Schools



**Senior Marketing Manager-** Responsible for regional communications and works with schools to identify and define their key messages, and then implement them through a variety of strategies including brochure development, direct mail, special events.

**Transportation Communications Specialist-** Responsible for DPS Transportation’s district-wide outreach to schools, staff, principals, families and the community. Oversees internal communications including the bi-weekly *Training for Success* newsletter and quarterly *Going Your Way* newsletter, both of which are distributed to all Transportation employees.


**Manager of Internal Communications-** Responsible for sharing district-wide messages within the DPS community. writes and implements communications as well as develops strategies to best communicate what’s happening in the district and to support district priorities.

**Videography Executive Producer-** Executive producer of videography and ‘DPS Features: Showcasing Success in Denver Schools. Collaborates closely with school leaders, teachers and students to develop video stories spotlighting the amazing things happening in the district.

**Manager of Web Communications-** Responsible for managing the Communications Office website, district homepage, reviewing Share Your Good News online submissions and social media. Also provides support to schools and departments in web strategy including design, branding, and content management.

**Senior Manager of Intranet Communications-** Oversees the building, development and maintenance of DPS’ employee intranet portal.

## Social Media At-A-Glance:

			
7,023 likes	3,038 followers	N/A followers	52 subscribers



# Des Moines Public Schools

**Enrollment: 32,000**  
**Budget: \$150,000** (not including salaries)

**Community Relations**

Director of Community Relations	Graphic/Web Designer
Communications Specialist	Video Specialist (2)
Staff Writer	

The **Community Relations Department** works closely with administration and staff to inform the public and employees about what is happening in the district. The department handles all media requests, publishes the DMPS Community Report and other district and school publications, maintains the district website and social media presence, and creates content for the district’s cable channel, DMPS-TV. The director also coordinates legislative relations. Members of the department include the Director of Community Relations, a staff writer, a communications specialist, a graphics/website specialist, and two video production/photography specialists.

**Consultants:** Flying Hippo (website technical and programming support) - \$25,000 a year, LS2Group (legislative affairs) - \$30,000 a year, SPPG (community outreach) - \$20,000 a project.

**Social media** is handled by multiple people. Eight to 10 hours a week is the average time spent on social media.

**Social Media At-A-Glance:**

								
4,110 likes	3,100 followers	139 followers	38 followers	N/A subscribers	N/A followers	N/A followers	N/A followers	N/A followers

# Detroit Public Schools



**Enrollment: 49,435**

**Budget: \$1,300,000**

## **Communications**

Chief Communications Officer

Deputy Communications Director/Assistant Superintendent of Community Relations

Executive Director

Program Supervisor-Media Relations/Social Media

Program Supervisor-Audio/Video Production



Program Supervisor-Parent Engagement

The **Communications Department** is responsible for internal and external district communications for the district, as well as all enrollment marketing initiatives, print and online publications, event planning, television operations, partnerships and volunteers and all parent engagement activities. The office also handles all executive level communications.

**Consultants:** Graphic Designer - approximately \$5,000

**Social media** is handled by multiple team members. Twenty to 25 hours a week is the average time spent on social media depending on district activities.

## **Social Media At-A-Glance:**

			
1,847 likes	3,373 followers	N/A subscribers	N/A followers



# Duval County Public Schools (Jacksonville, FL)

**Enrollment: 124,918**

## **Communications Department**

### **Public Relations and Marketing**

Chief of Public Relations and Marketing

Director, Marketing

Supervisor, External Communications and Media Relations

Technical Manager, External Communications

Technical Manager, Internal Communications

Clerical Support

### **Web & Visual Communications**

Supervisor, Web & Visual Arts




Supervisor, Video Communications

Coordinator, Video Communications

Switchboard Operator(2)

The **Communications Department's** mission is to increase the public's awareness, understanding, and acceptance of Duval County Public Schools' initiatives by implementing effective public information programs, formulating responsive communications strategies, and fostering collaborative relationships with community stakeholders. The department serves the district's communication needs in the following areas: media relations and external communications, internal communications and publications, district website and graphic design as well as television production.

## **Social Media At-A-Glance:**

			
4,004 likes	2,673 followers	102 subscribers	N/A followers



# Fort Worth Independent School District



**Enrollment: 80,000**

## **Communications Department**

Senior Communications Officer  
Multi-Media Strategies and Marketing Director  
Broadcast Traffic Assistant  
Assignment Editor Photographer  
External and Emergency Communications Director  
Web Master and Creative Coordinator  
Branding Coordinator  
Communications and Web Coordinator  
Public Engagement Director  
Public Engagement Administrative Associate  
Special Events Coordinator  
Parent Engagement Director  
Parent Engagement Administrative Associate  
Parent Engagement Specialist (3)  
Parents Liaison  
Receptionist (2)

The Fort Worth ISD **Communications Department** is responsible for media, community relations and district-wide communications. The department also produces many of FWISD's publications, newsletters and Internet content.

## **Social Media At-A-Glance:**

			
7,730 likes	1,797 followers	39 subscribers	N/A followers



# Fresno Unified School District

**Enrollment: 72,000**  
**Budget: \$1,237,787**

**Communications Department**






- |                           |                             |
|---------------------------|-----------------------------|
| Chief Information Officer | Public Information Officer  |
| Communications Analyst    | Community Relations Officer |
| Communications Webmaster  | Media Production Specialist |
| Media Production Driver   | Executive Secretary         |

The role and purpose of the **Communications Department** is to build a districtwide communications infrastructure providing timely and accurate information to employees, families and the community; to provide guidance and support to district leadership, departments and sites regarding communications-related issues; and create a variety of materials and tools that facilitates effective and uniform communications of district initiatives to a variety of audiences. An integrated approach to communications is the appropriate approach and means that communications efforts are: supported and modeled by district leadership; embedded in the role of district leaders including administrators and managers; considered an integral part of every major initiative – a communications representative is included as part of the planning team and the initiative has a communications plan. The department also oversees print and online publications, internal communications, event planning, alumni/parent and community engagement, partnerships, public records, social media and website and television operations.

**Consultants:** Graphic design - \$15,000, Web maintenance - \$15,000

**Social media** is handled by the chief information officer and communications analyst. Fresno Unified has daily interaction on social media.

**Social Media At-A-Glance:**

				
N/A likes	2,291 followers	N/A subscribers	N/A followers	N/A followers

# Guilford County Schools (Greensboro, NC)



**Enrollment: 72,500**

**Budget: \$422,869** (including Chief of Staff operations)

## District Relations

Director of Communications

Program Administrator-Communications

Program Administrator-Community Relations

Program Administrator-Media Relations

Manager, GCSTV

Program Administrator-Broadcast Communications

Program Administrator-Digital/Multi-Media Communications

Receptionist/Switchboard Operator (2)



Intern/Temp

The **District Relations** department oversees internal (employee) and external communications and public relations. Specific areas of responsibilities include but are not limited to: employee communications, media relations, community relations, school and district marketing, special events, public engagement, social media outreach, web-based communications for district initiatives, communications training and planning, crisis communications and GCSTV-2. The department director also supervises the district switchboard/central office reception.

**Consultants:** Contracted services - \$73,903.07

**Social media** is handled by multiple people in the department.

## Social Media At-A-Glance:

				
7,800 likes	3,600 followers	64,000 video views	N/A followers	N/A followers



# Houston Independent School District

**Enrollment: 204,000**

## **Office of Communications**

Chief Communications Officer  
Communications General Manager

## **Media Relations**

General Manager  
Senior Media Relations Specialist (2)

## **Administrative Services**

Administrative Services Senior Manager  
Sales and Services Manager  
Manager, External Sales and Production  
Records Management Manager  
Plant Production Manager (Print Shop)  
Plant Production Team Leaders (4)  
Digital Prepress Technician  
Senior Graphic Designers (2)  
Manager of Translation Services  
Translators (5)  
Account/Budget Clerk II  
Senior Customer Services Representative (4)  
Mailroom Attendants

## **Strategic Partnerships**

General Manager  
Sr. Secretary (2)  
Community Relations Liaison  
Community Liaisons (4)  
Senior Manager, Community Engagement  
Manager, Information Center  
Special Events Planner  
Volunteers in Public Schools Program Administrator

## **Multimedia**

Senior Manager  
Executive Producer, HISD TV  
Senior Network Engineer Manager  
Senior Team Lead/Web Designer  
Web Designer (2)  
Web Content Administrator  
Senior Multimedia Technician  
Multimedia Technician  
Senior Producer/Director (2)  
Producer/Director  
Manager, Special Projects  
Senior Writer  
Writer (2)  
Manager, Graphic Design

## **Family and Community Engagement**

General Manager  
Manager, Strategic Communications  
Specialists (5)  
Home Instruction for Parents of  
Preschool Youngsters (HIPPY) Specialist  
Business Operations Team Lead  
Clerk III

## **HR Strategic Communications**

Manager

## **Bond Communications**

Senior Manager  
Senior Writers (2)

# Houston Independent School District



The **HISD Office of Communications** coordinates internal and external district-wide communications and strategic partnerships to increase transparency, support, and confidence in HISD. The Office encompasses Media Relations, Strategic Partnerships, Multimedia and Administrative Services.

**HISD Media Relations Office** coordinates news coverage of the school district and is responsible for overseeing official communications between the school system and the news media.

**HISD Strategic Partnerships** helps to identify, develop, engage, and integrate external resources to support schools, students and their families to increase student achievement. The department's divisions or activities include: Community Engagement, Information Center, Special Events, Special Projects and Volunteers in Public Schools.

**HISD Multimedia Services** maintains the district's website and social media channels, and works with schools to help them create robust and interactive websites. The Multimedia team also produces district-wide publications and the weekly electronic newsletter, *eNews*. In addition, Multimedia Services provides audio/visual support for schools and departments, and operates the district's cable access channel, HISD TV.

**HISD Administrative Services Department** is responsible for the production, distribution, and preservation of documents for students, patrons, and employees. The department is comprised of the Graphics Department, Printing Services (McCarty Printing and Copy Center), the District Post Office, Records Management, Document Imaging Services Department and Translation Services.

## Social Media At-A-Glance:

			
2,217 likes	6,159 followers	191 followers	149 followers



# Jefferson County Public Schools (Louisville, KY)

**Enrollment: 101,000**

**Budget: \$597,900** (not including salaries)

## **Communications and Community Relations**

Executive Director, Communications and Community Relations

Director, Support Services

Director, Volunteer Talent Center

Supervisor, Graphics

Webmaster

PTA Liaison

Specialist Communications

Generalist Communications




Community Relations Specialist

Publications Specialist (2)

Jefferson County Public Schools has an award-winning Communications and Community Relations Department. Our full-service Communications branch creates a variety of materials for the school district – including brochures, newsletters, a cable television program, the annual report, videos, and more – and coordinates recognitions for Board of Education meetings. Our Community Relations division facilitates outreach, adult education, business sponsorships, and partnerships with the Jefferson County Public Education Foundation, among other things.

**Social media** is handled primarily by the communications generalist and the publications specialist. Five hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

		
12,175 likes	4,527 followers	248 subscribers

# Kansas City Public Schools



**Enrollment: 16,500**

**Budget: \$750,000**

## **Office of Public Relations and Marketing**

Chief Communications and Community Engagement Officer

Manager of Public Relations and Marketing

Senior Graphic Designer/Webmaster

Communications Assistant

Video Production Assistant

Switchboard Technician

The **Office of Public Relations and Marketing** supports increased academic achievement in KCPS by developing key messaging and enhancing communications to internal and external audiences using existing and emerging mediums. The office also oversees marketing and promotions, print and online publications, event planning, alumni/parent and community engagement, social media and website, television operations and public records.

**Social media** is handled by multiple people. Seven hours a week is the amount spent on social media.

## **Social Media At-A-Glance:**

					
1,156 likes	1,821 followers	6 subscribers	79 followers	N/A followers	N/A followers



# Little Rock School District

**Enrollment: 25,000**

## **Communications Department**

Communications Director

Events Planner/ParentLink Coordinator

LRSD-TV Station Manager

Writer, Producer, Graphic Design Specialist

Webmaster

Receptionist

The **Communications Department** supports the education mission of the Little Rock School District by creative internal and external communications efforts. These efforts are designed to provide information to staff members, parents and other community stakeholders.

Some of the major responsibilities of the Communications Department include:

- gathering information through surveys and other informal methods
- publishing newsletters for staff and parents
- preparing news releases and designing marketing tools such as advertisements
- planning and implementing special events
- developing and maintaining information on the district's web and social media sites
- assisting schools and departments in web design training
- creating video productions for the district's cable access television channel
- assisting schools and parent recruiters in targeted marketing efforts
- assisting the media with information for broadcast or publication
- providing advice and counsel to the superintendent and administrators regarding public relations issues

## **Social Media At-A-Glance:**

		
5,522 likes	1,176 followers	n/a followers



# Long Beach Unified School District



**Enrollment: 81,000**

## **Public Information Office**

Director of Public Information  
Public Information Assistant  
District Webmaster

# Los Angeles Unified School District



**Enrollment: 650,000**

**Budget: \$1,000,000**






## **Office of Communications**

Director of Communications & Media Relations  
Director of External Communications  
Director of Internal Communications  
Associate Director of Internal Communications  
Public Information Officer (3)  
Social Media Specialist  
Administrative Assistant

The Office of Communications oversees all communications in the Los Angeles Unified School District, including internal, external, social media, and the District's television station.

**Social media** is handled by the social media specialist and a part-time social media person. Ten hours a week is the amount spent on social media.

## **Social Media At-A-Glance:**

				
5,808 likes	3,800 followers	N/A subscribers	10,000 followers	N/A followers



# Metropolitan Nashville Public Schools

**Enrollment: 82,000**

**Budget: \$969,300**

## **Communications**

Director of Communications

Assistant to the Director for Communications

Communications Specialist

Communications Assistant

Web Content Manager (2)

Multi-Media Design Specialist

Senior Secretary

The **Communications** office serves as a hub for accurate and clear information about Metropolitan Nashville Public Schools, reaching our community wherever they are and however they communicate. Media relations, internal and external communications, website, automated call system oversight, etc.

**Social media** is handled by multiple people with one primary being the communications specialist. Five hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

					
11,749 likes	5,271 followers	113 subscribers	N/A likes	N/A followers	N/A followers

# Miami-Dade County Public Schools



**Enrollment: 345,944**  
**Budget: \$1,693,310.00**

## **Office of Public Relations**

Chief Communications Officer

Administrative Assistant to Cabinet Member

Director, Community Development and Public Outreach

Director, Community Outreach

Marketing Coordinator

Media Relations Specialist

Administrative Specialist

Educational Specialist

Translation Specialist



School Board Administration Building Communications Specialist

School Board Administration Building Communications Operator

The **Office of Public Relations** directs the District's communication with key stakeholders such as the media, parents, businesses, employees, and other organizations. This bureau utilizes public relations, internal and external communications, information centers, print and online publications, event planning, alumni/parent and community engagement, social media and website, translation services, and public broadcasting to inform and engage the public as to the District's education mission. Communications also coordinates the District's compliance with Florida's Government-In-The-Sunshine and Public Records laws.

**Social media** is handled by the chief communications officer and the marketing coordinator. Five to seven hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

	
5,947 likes	6,867 followers



# Minneapolis Public Schools

**Enrollment: 34,000**

**Budget: \$1,700,000**

**Office of Communications**

Chief Communications Officer	Broadcast Communications Specialist
Director of Media Relations and Public Affairs	KBEM Station Manager
Senior Communications and Public Affairs Specialist (2)	Communications and Public Affairs Specialist (3)
Communications and Public Affairs Specialist-Somali	Executive Administrative Assistant
Communications and Public Affairs Specialist-Spanish	
Communications and Public Affairs Specialist-Hmong	

The **Office of Communications** serves over 34,000 students and their families in approximately 80 schools and programs and 6,000 staff members. Our primary functions are to improve MPS’ organizational health and culture and engage employees in MPS mission, vision, strategies and values (i.e. “culture of yes”); create strong internal and external support and partnerships to improve school readiness, increase student achievement, and increase the likelihood of high school graduation; and elevate MPS reform strategies and position on important national, state, city and school district issues related to education. The core functions include: providing strategic communications and media relations guidance and counsel on critical issues, including crisis communications, managing internal and external communications concerning MPS, managing marketing for school district, departments and schools; promote positive news and information through news media; produce ad placements and other consistent communications in media venues, providing language translation and interpretation in Hmong, Somali and Spanish; manage differentiation and cultural relevancy of content to multi-lingual and multi-cultural stakeholders and video production services/Channel 15 television programming.

**Consultants:** Graphic design - \$20,000, Strategic communications counsel - \$20,000, Video production - \$20,000

**Social media** is handled by the communications and public affairs specialist. Ten hours a week is the average amount of time spent on social media.

**Social Media At-A-Glance:**

			
3,000 likes	3,000 followers	12 subscribers	N/A followers

# Norfolk Public Schools



**Enrollment: 33,000**


## **Communications and Public Relations**

Communications Senior Director  
Public Relations Coordinator  
Senior Coordinator of Web Technologies  
Web Technologies Coordinator  
Channel 47 Manager  
Video Production Specialist (3)  
Telecommunications Technical Specialist  
Administrative Secretary

The **Communications and Public Relations** office communicates internally/externally to our customers (students/parents/staff/community/businesses/faith-based, etc.) our school district's message through media relations (media outlets/web/public forums/TV/print, etc.) and highlight/promote the school district's Strategic Plan/Mission/Goals/School Board. We also manage all Freedom of Information Act inquiries.

**Social media** is handled by the communications senior director, public relations coordinator, web technologies coordinator and the senior coordinator of web technologies. The department dedicates time to social media everyday and throughout the day.

## **Social Media At-A-Glance:**

		
2,261 likes	485 followers	81 subscribers



# Oklahoma City Public Schools

**Enrollment: 44,600**  
**Budget: \$1,120,206.75**

**Communications and Community Relations**

- Executive Director of Communications and Community Relations
- Director of Media Services
- Manager of Creative Services
- Administrative Assistant
- Copy Technician
- Press Operator I
- Press Operator II
- District Receptionist

The **Communications and Community Relations** team supports the administration with counsel, crisis communications, public relations campaigns and media relations. In addition to addressing media requests, the Communications and Community Relations office handles Open Record Requests. It also organizes, facilitates, and communicates results from community meetings and focus groups. Event planning at the district level and customer service training is also organized by the Communications and Community Relations team. The Communications Office also produces and/or supervises all printed materials for the district. This includes designing and producing pieces such as: the student-parent handbook, graduation programs for every high school in the district, business cards, letterhead and envelopes, the district calendar, and the district’s statistical profiles. Copying services are also a function of the Communications and Community Relations Office. This includes copying all board related agendas, minutes, and other non-color copying requests. Additional district services provided by the Communications and Community Relations office include: graphic design, district web page development and maintenance, district switchboard/reception, copy services, printing (1 color press) and mailings (school/interoffice mail and U.S.).

**Consultants:** PR Firm - \$25,000, Research Firm - \$15,000

**Social media** is handled by multiple people, but primarily the creative services manager and media services director. Ten hours a week is the average amount of time spent on social media.

**Social Media At-A-Glance:**

 1,983 likes	 1,811 followers	 4,200 video views	 N/A followers	<b>School Connect Mobile App</b>  4,963 followers
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# Orange County Public Schools (Orlando, FL)



**Enrollment: 183,562**

**Budget: \$2,120,770**

## **Public Relations**

### **Public Relations**

Director  
Senior Manager  
Senior Specialist  
Graphic Arts Coordinator (2)  
Senior Manager  
Finance/Payroll Clerk  
Administrative Specialist

### **Media Relations**

Senior Manager  
Senior Specialist

### **Public Information Office**

Senior Administrator  
Administrative Secretary  
Specialist  
Customer Relations Clerk (3)

### **Video Services**

Senior Manager  
Secretary  
Video Production Tech (3)  
Video Producer/Director (2)  
Tech Support Representative Senior

### **Community Resources**

Senior Manager  
Senior Specialist (2)  
Events Coordinator  
Personnel/Benefits Clerk (2)  
Support Services Clerk

The **Public Relations** department executes internal and external communication and public relations work, employee recognition programs, media relations, public information services, sales and marketing, video production and broadcasting, volunteer and business partner relationships, graphic design, web content and collateral media production.

**Consultants:** Scriptwriter - \$6,000, Software maintenance - \$5,201

**Social media** is handled by four employees. Two hours a week is the average amount of time spent on social media. Facebook is the primary social media tool used. Twitter is directly linked to FaceBook. The same content is shared on both social media sites.

### **Social Media At-A-Glance:**

		
4,790 likes	536 followers	101 subscribers



# School District of Palm Beach County

**Enrollment: 178,000**

**Budget: \$985,000**

## **Department of Public Affairs**

Chief Public Information Officer

Executive Secretary

Public Affairs Specialist (3)

Volunteer Coordinator

Volunteer Coordinator Secretary

Business Partnership Coordinator

Public Records Coordinator

Public Records Secretary



Web Technician

Telephone Operator (2)

The **Department of Public Affairs** supports student achievement and parent involvement through a wide range of communication services and products, including public information, public records, media relations, school public relations and marketing, tri-lingual parent and community events and activities, volunteers, business partnerships, student and employee recognition and web and telephone information services.

**Social media** is handled primarily by one public affairs specialist, but content input is received from each specialist. Fifteen to 20 hours a week is the average time spent on social media.

## **Social Media At-A-Glance:**

	
<b>8,376</b> likes	<b>740</b> followers



# Portland Public Schools



**Enrollment: 47,000**

**Budget: \$647,000**

## **Community Involvement and Public Affairs**

Executive Director

Senior Communications Manager (2)

Government Affairs Director

The **Community Involvement and Public Affairs** (CIPA) department keeps the community informed about all aspects of Portland Public Schools. This include: news and events, educational programs, student achievement results, school funding, emergencies, and major school district issues and initiatives. CIPA is also responsible for employee communications, school marketing and government relations, social media and website, public records, print and online publications.

**Consultants:** Photographers and other vendors as needed.

**Social media** is handled by all staff who provide content for each platform. On a weekly basis there are multiple posts a day, including weekends.

## **Social Media At-A-Glance:**

			
4,900 likes	2,550 followers (3 accounts)	51 followers	N/A followers



# Providence Public School District

**Enrollment: 23,600**

**Budget: \$242,000**

(includes salaries and benefits for Director, Spanish Translator, Clerk)

**\$270,000 Title I**

(includes salary and benefits for Parent and Public Information Specialist)

**Office of Communications**




- Director
- Parent and Public Information Specialist
- Spanish Translator
- General Clerk

The Providence Schools **Office of Communications** handles media relations (including crisis communications and management); publications; internal and external communications, Spanish translation and management of vendors for translation to other languages as needed; speechwriting; editorial services and support to senior administrators; graphic design support to schools and other district offices; advertising; Web site management (using a CMS) and technical support/training for school Web Information Providers; special events support; and, of course, more as the need arises.

**Consultants:** Writer - \$36,000, Web Content Management - \$2900

**Social media** is a shared duty by the director and parent & public information specialist. Superintendent, CAO and others also tweet in their official capacities. Video production for use on YouTube is mostly by a technical specialist who works within our Career & Tech High School. Occasional video shot by our department at various events. Two to three hours a week is the average amount of time spent on social media.

**Social Media At-A-Glance:**

		
1,844 likes	102 followers	N/A subscribers

# Richmond Public Schools



**Enrollment: 23,000**

## **Office of Public Information**

Public Information Officer

Media Technician

RPS TV Station Manager

Public Relations & Marketing Specialist (2)

Administrative Office Associate

Copy Center Technician



The mission of the **Public Information Office** is to communicate the district's goals, objectives and success to both internal and external stakeholders-including employees, students, parents civic organizations and area businesses - through a comprehensive multi-tiered public relations/marketing program.

The Public Information Office communicates to both internal and external audiences about broad-ranging issues and events involving Richmond Public Schools. The office manages the central media relations, marketing and television production operations for the District.

The Office:

- produces and distributes several publications that showcase RPS students, staff, administration and partners, including InFocus;
- develops and produces television programming highlighting RPS students, staff and partners;
- produces editorial, video, and visuals for the district's website;
- organizes special events for RPS;
- promotes print, radio and television coverage of RPS news and activities; and
- provides crisis communications

## **Social Media At-A-Glance:**

	
<b>2,642</b> likes	<b>1,000</b> followers



# Rochester City School District

**Enrollment: 28,600**

## **Office of Communications**

Chief of Communications

PR Specialist/Assistant to the Chief of Communications

Graphic Designer

Senior Technical Director/Webmaster

Television Production Specialist

Spanish Translator



Switchboard Operator

The **Office of Communications** is responsible for outreach and messaging to parents, staff, and community stakeholders on behalf of District and school administrators. We also are responsible for routing calls from the District switchboard and translation for schools with large Spanish-speaking populations. We also prepare a significant amount of school based informational or crisis communications, plus urgent or emergency communications District-wide through an automated call / text system.

**Consultants:** We contract with outside services for web hosting and the automated calling system, but not outside consultants for content.

**Social media** is handled by the pr specialist and assistant to the chief of communications. Two hours is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

	
<b>1,286</b> likes	<b>267</b> followers

# Sacramento City Unified School District



**Enrollment: 44,000**

**Budget: \$669,907**

## **Communications Office**

Chief Communications Officer

Administrative Assistant

Manager II


Webmaster/Communications Specialist

The **Communications Office** is responsible for promoting the good work of students, teachers, principals and staff via several communication tools, including the E-Connection electronic newsletter, press releases, social media and website postings, cable access television and Connect-Ed phone calls. The department also produces promotional materials including posters, videos, brochures and pamphlets, provides support to school websites and provides various internal communication services.

**Consultants:** Digital deployment - \$29,000, TV Eyes - \$3,600, Fruitridge Printing - \$17,000, Mail Chimp - \$1,500

**Social media** is handled by multiple people. Five hour a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

		
1,024 likes	1,527 followers	N/A followers



# Saint Louis Public Schools

**Enrollment: 27,500**  
**Budget: \$1,591,067.44**

## **Office of Public Information**



Executive Director of Communications  
Media Relations Coordinator  
Community Outreach Coordinator  
Marketing Coordinator  
Webmaster  
Television Station Manager

The **Office of Public Information** serves the school community by giving more than ordinary school updates. The department has developed insightful ways to deliver information about current issues and events. Entities such as the District's Channel 988 cable-TV station, the *School & Home* newspaper, *Parent Pulse* newsletter, Parent Pulse monthly e-mail, and brochures like School Facts and the Magnet School Guide supply essential information to our parents and the community. The office oversees event planning, alumni and parent and community engagement, social media and website and public records.

**Consultants:** Marketing/Advertising Agency - \$150,000

**Social media** is handled by two people. Four hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

	
<b>910</b> likes	<b>390</b> followers

# Saint Paul Public Schools



**Enrollment: 39,000**

**Budget: \$1,893,000**

## Communications, Marketing and Development

Director

Management Assistant

Communications & Marketing Senior Associate(2)

Hmong Translation Specialist

Karen Translation Specialist

Senior Communications & Development Specialist

Translation Services Coordinator

Fund Development Coordinator

Program Assistant

Somali Translation Specialist

Audio Visual Technician

Marketing & Media Relations Coordinator

## **Communications, Marketing and Development:**

### Communications

- Sharing information on various activities of the school district with members of our community
- Working with media partners to share information about the District's exceptional students and staff
- Supporting schools and their individual communities, helping to facilitate communication between each other

### Marketing

- Sharing the good news of the district by highlighting exceptional staff, students and schools
- Developing effective social media and website communications
- Building awareness of the important work being done in our schools

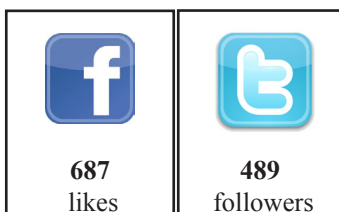
### Development and Grants

- Identifying and crafting classroom/school grant proposals to help fund educational programs for SPPS students
- Helping SPPS staff navigate the policies and procedures tied to seeking grants

**Consultants:** Haberman, Public Relations

**Social media** is handled by multiple people. Five hours a week is the average amount of time spent on social media

## **Social Media At-A-Glance:**





# San Diego Unified School District

**Enrollment: 132,000**

## **Communications Department**

Communications Director

Administrative Assistant

Information Services Specialist- Employee, Parent and Community Communications

Information Services Specialist- External Communications

Webmaster

Multimedia Specialist

Proposition S Communications Supervisor

Printing Supervisor

Print Operator

The mission of the **Communications Department** is to provide accurate and timely information to the school community and the general public about the district. The department also supports schools and district departments with a centralized printing services operation. The Communications Department is under the Chief of Staff and District Relations Division.

The Communications Department supports schools, departments and executive management with internal and external communications. Responsibilities include crisis communications, media relations, employee communications, website development and maintenance, issues management, event management, parent communications and graphic design.

Communications staff are also the content producers for the district's Twitter and Facebook pages, constantly on the outlook for new ways to communicate better with our families and community. Products produced by the department include the district website, publications such as the *Facts for Parents*, photographs used on the website, digital publications such as *Newsline* and *Friday Notes*, production of the Board of Education telecasts, as well as videos and promotional material. Printing services handles in-house or coordinates outsourcing of duplicating thousands of pages of instructional and other material every year.

## **Social Media At-A-Glance:**

				
3,029 likes	Spanish 94 likes	6,496 followers	N/A followers	Mobile App



# San Francisco Unified School District



**Enrollment: 56,000**  
**Budget: \$552,649**

## **Public Outreach and Communications Department**

Director of Communications

Public Relations Coordinator

Public Relations Assistant



Internal Communications Manager

Website Coordinator (funded by SFUSD IT Department)

- Facilitate the district's timely and accurate response to an average of 2,000 unique requests annually from members of the media.
- Share information about school site and District news through producing media events, web based and print publications, and through social media.
- Support principals and other district leaders with communications planning and execution, e.g., priority initiatives and crisis communications.
- Review and approve community agency requests to distribute information and coordinate the employee recognition (RAVE) program.
- Maintain and develop SFUSD's tri-lingual external website, which receives an average of 100,000 unique visitors monthly, by training and supporting over 100 website content owners district-wide and conducting site audits and user studies to inform site improvements.

**Social media** is handled by two people. The district's Facebook, Twitter and blog accounts are under the supervision of the communications director and managed daily by the communications assistant.

## **Social Media At-A-Glance:**

	
861 likes	3,476 followers



# Santa Ana Unified School District

**Enrollment: 56,000**  
**Budget: \$419,552.91**

## Communications

Chief Communications Officer  
Administrative Secretary  
Media Design Production Specialist  
Media Production Technician


The **Communications Office** is responsible for gathering and sharing news and information on today's SAUSD related to:

- The philosophy of the Santa Ana Unified School District and its programs
- The District's partnerships, special events, awards and recognitions
- Collaborations with constituents and supporters including parents, teachers, educators and administrators, community leaders and elected officials

We handle media relations and are responsible for publicizing and promoting positive school district news. The office also oversees the operation of SAUSD's District TV, Channel 31, which broadcasts throughout the Santa Ana Community on the Time Warner Cable Network and via AT&T's U-Verse system.

**Social media** is handled by the chief communications officer, administrative secretary and media production specialist. One hour a week is the time spent on social media.

## Social Media At-A-Glance:

		
549 likes	189 followers	N/A followers

# Shelby County Schools (Memphis, TN) formerly Memphis Public Schools





**Enrollment: 140,000**

## **Office of Communications**

Chief of Communications  
External Communications Manager  
External Communications Analyst  
Internal Communications Manager  
Internal Communications Analyst  
Graphic Services Specialist  
Webmaster  
Graphics Advisor  
Administrative Assistant

The **Office of Communications** produces the district's official statements, news releases, publications and employee notifications. We also manage the district website, official social media accounts and provide graphic services for school/district publications.

## **Social Media At-A-Glance:**

	
2,335 likes	1,110 followers



# Toledo Public Schools

**Enrollment: 23,000**

**Budget: \$253,900**

## **Communications Department**

Director of Communications

Administrative Assistant

The **Communications Office** for Toledo Public Schools manages all district communication efforts including media relations, public relations, marketing, website, publications and community outreach. It maintains the district's intranet page and internal communications, along with alumni relations, coordinates sponsorships for events and event management. The office handles crisis communications for the district, acts as board liaison and oversees board committee. It writes reports, speeches, etc. for the superintendent and cabinet, coordinates superintendent's student leadership committee and acts as district representative to several outside agencies/partners. The office also handles photography at numerous events.

**Consultants:** Web maintenance - \$3,500 a year, local advertising agency - amount varies, local freelance designer - amount varies

**Social media** is currently only a website, which we are in the process of redesigning. We are looking at contracting with our web designer to maintain the content of the site this school year. TPS does not have a district Twitter or FaceBook presence - several top administrators have their own Twitter accounts. We hope to launch a social media presence this year.

# Wichita Public Schools



**Enrollment: 50,639**

**Budget: \$949,260**

## **Communications, Marketing and Development**

Division Director

Division Secretary

Communication Specialist, Media Relations

Technical Assistant, Graphic Design

Technical Assistant, Employee Recognition/Events/Special Projects

Partnership-Mentor Coordinator

Cable Technician

Media Productions Supervisor

Media Productions Assistant

Cooperative Education Student Assistant (part time)

Spanish language Communications Specialist (5 hours per week)

Parent and Community Support Mediator

Parent and Community Support Secretary

Producer/Director (2)

The **Marketing and Communications Division** is charged with fulfilling the mission of the district by creating and enhancing relationships and outcomes that support: an environment of mutual trust, two-way dialogue between the district and its stakeholders; the educational needs of all Wichita students; and positive family and community perceptions. The division includes the following departments: marketing and communications, media productions, parent and community support, and partnership-mentor development.

**Consultants:** Only occasionally, based on the nature of the project. Outside consultants are not used on a regular basis.

**Social media** is handled primarily by one person, the communications specialist/media relations, with the division director as a back up. Three hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

		
5,323 likes	1,592 followers	N/A subscribers

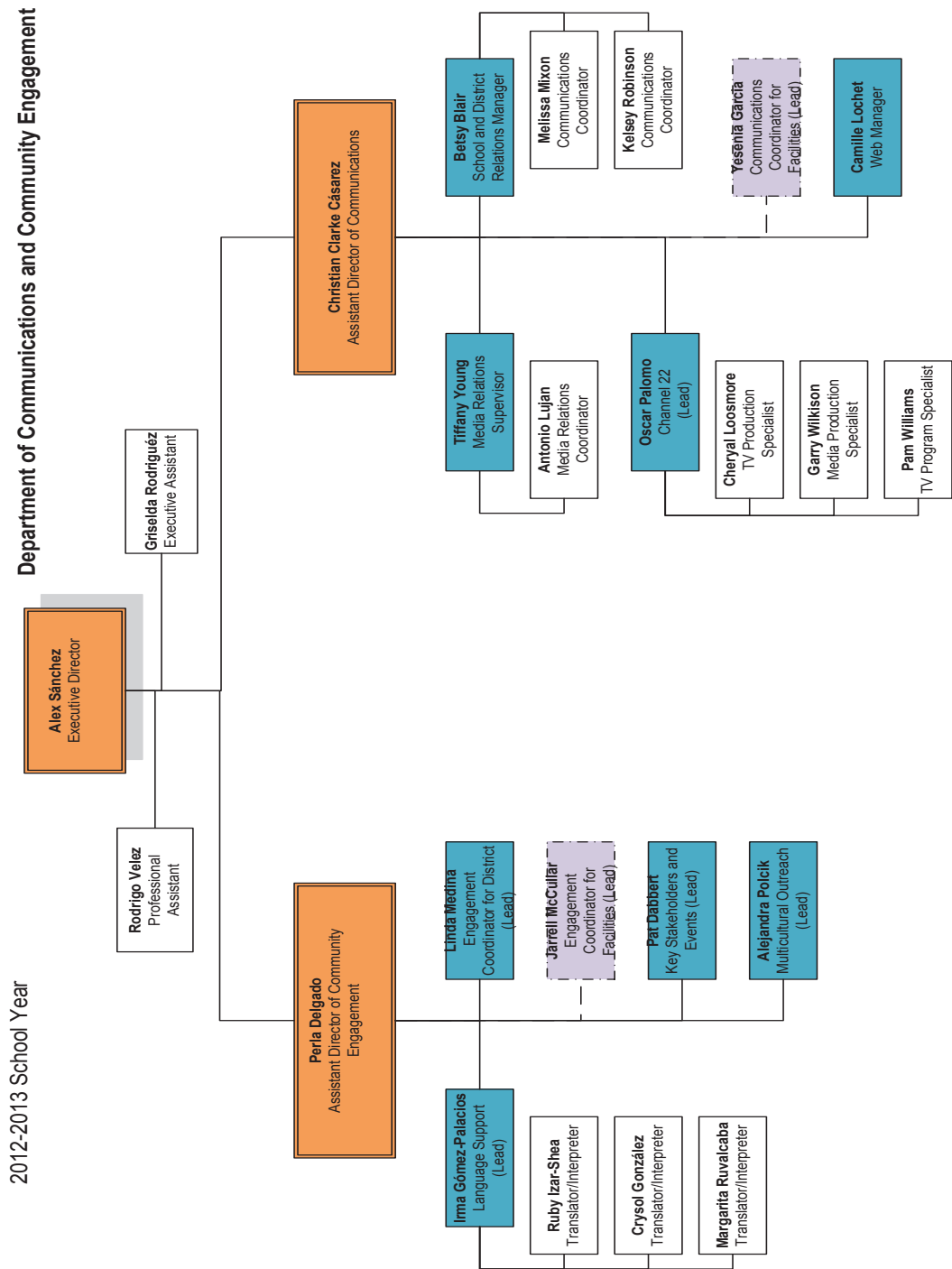


## **APPENDIX A**

### **Organizational Tables**

- 1. Austin Independent School District**
- 2. Baltimore City Public Schools**
- 3. Dayton Public Schools**
- 4. Fort Worth Independent School District**
- 5. Fresno Unified School District**
- 6. Jefferson County Public Schools**
- 7. Little Rock School District**
- 8. San Diego Unified School District**

# Austin Independent School District





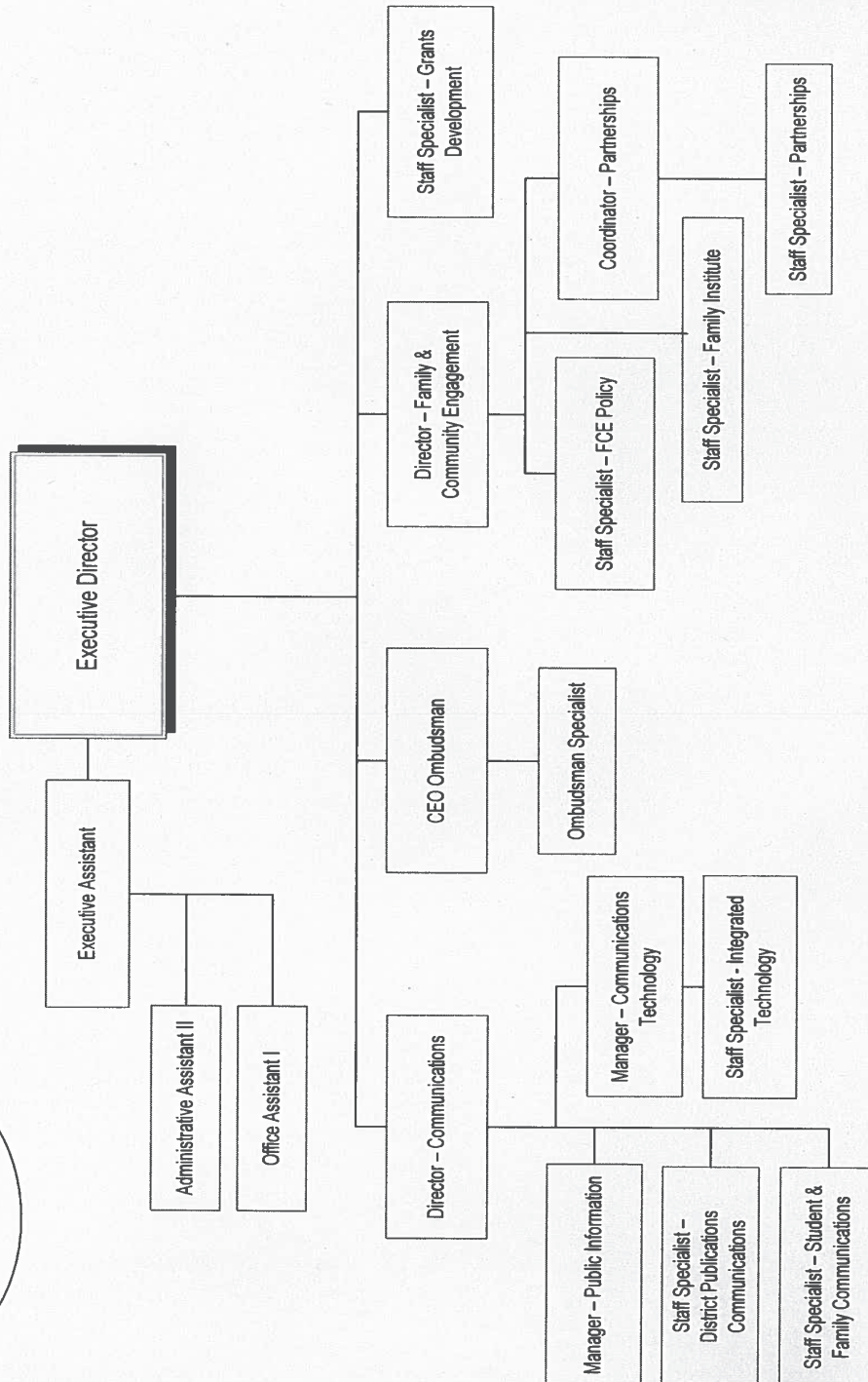
# Baltimore City Public Schools



Approved on May 22, 2012

## 2012-13 CITY SCHOOLS ORGANIZATIONAL CHART ENGAGEMENT OFFICE

FY 2013 FTE - 18.0  
Engagement  
18.0 General Fund

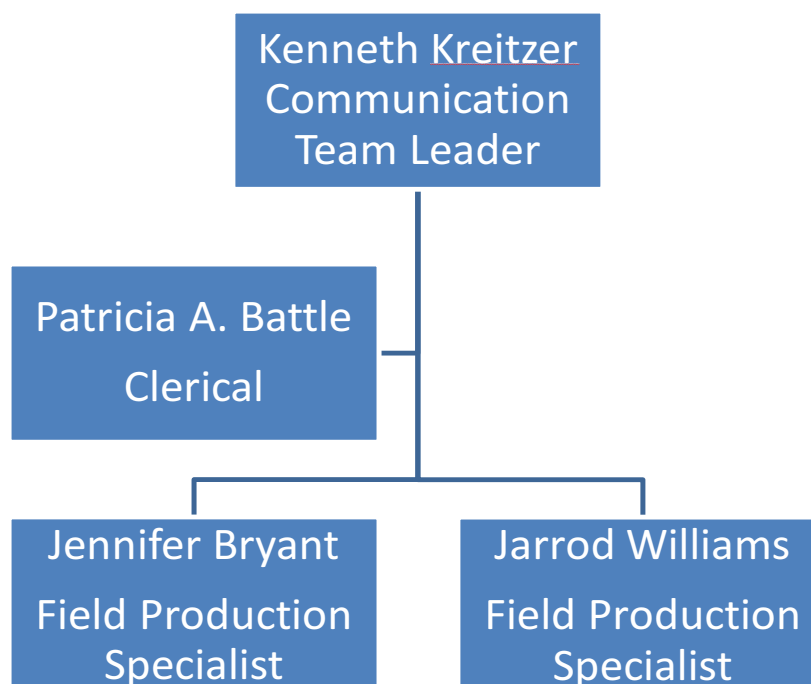
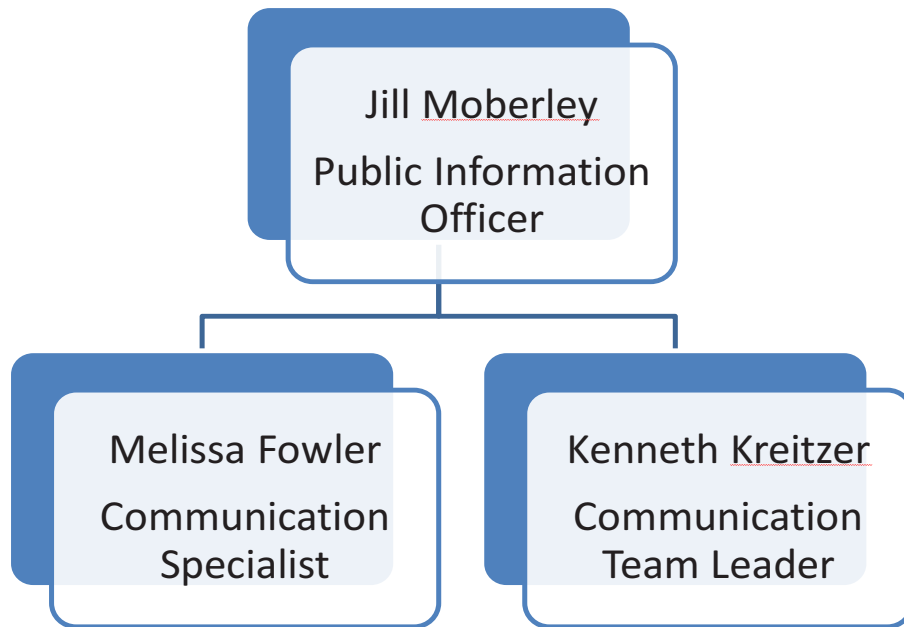




# Dayton Public Schools



ORGANIZATIONAL CHART/PUBLIC INFORMATION OFFICE FY13

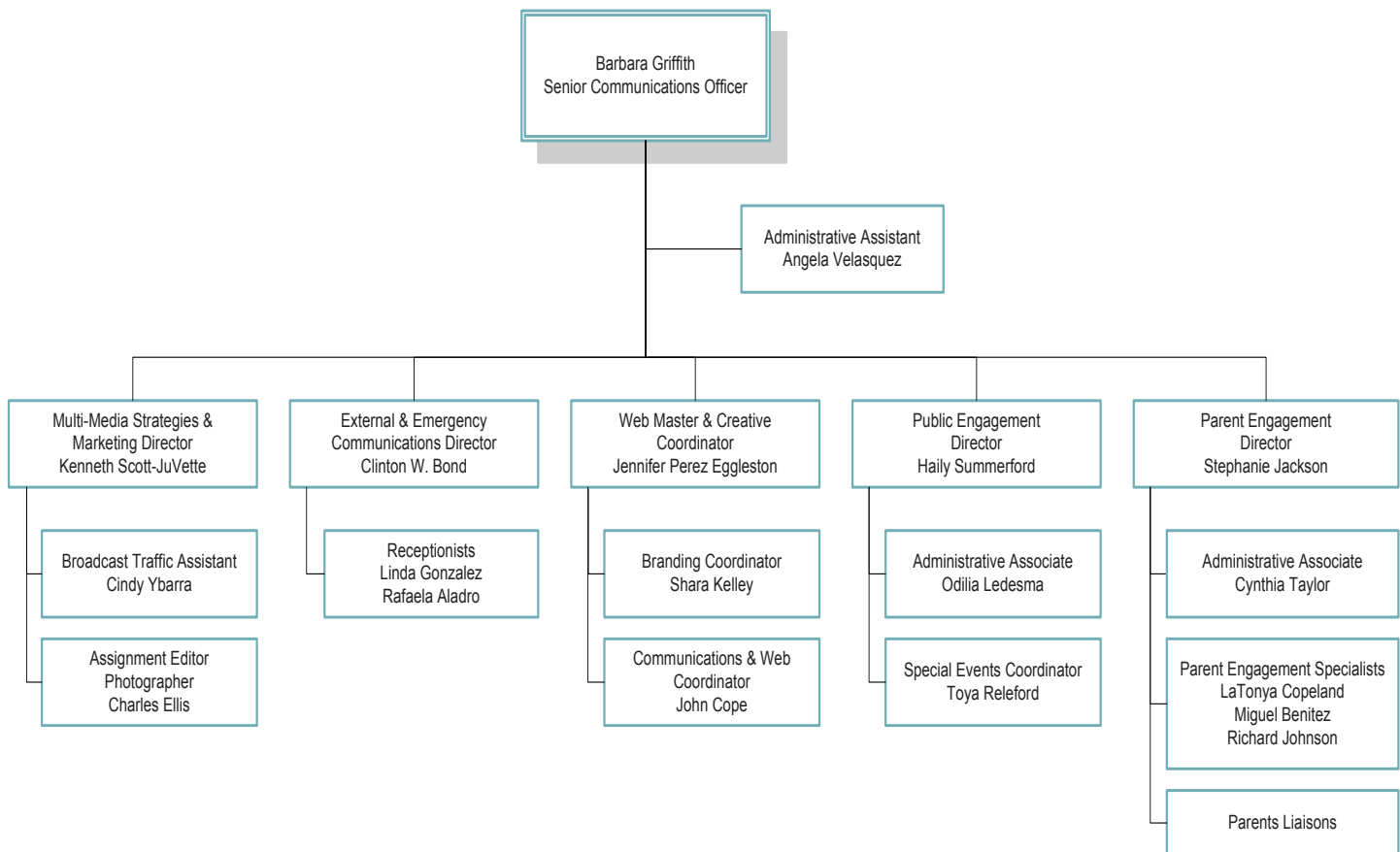


# Fort Worth Independent School District

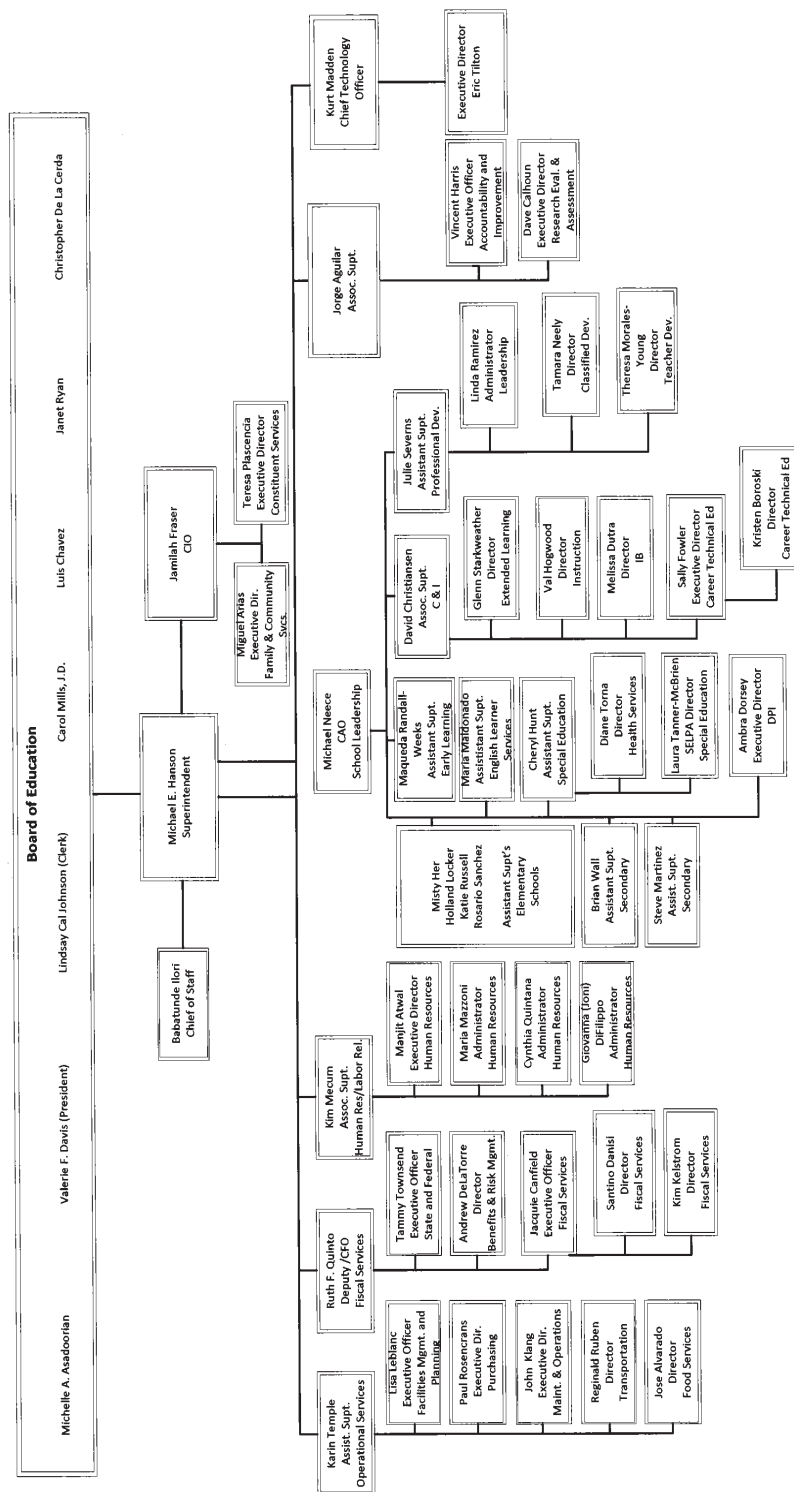


## Communications Department

### ORGANIZATIONAL CHART 2012-13

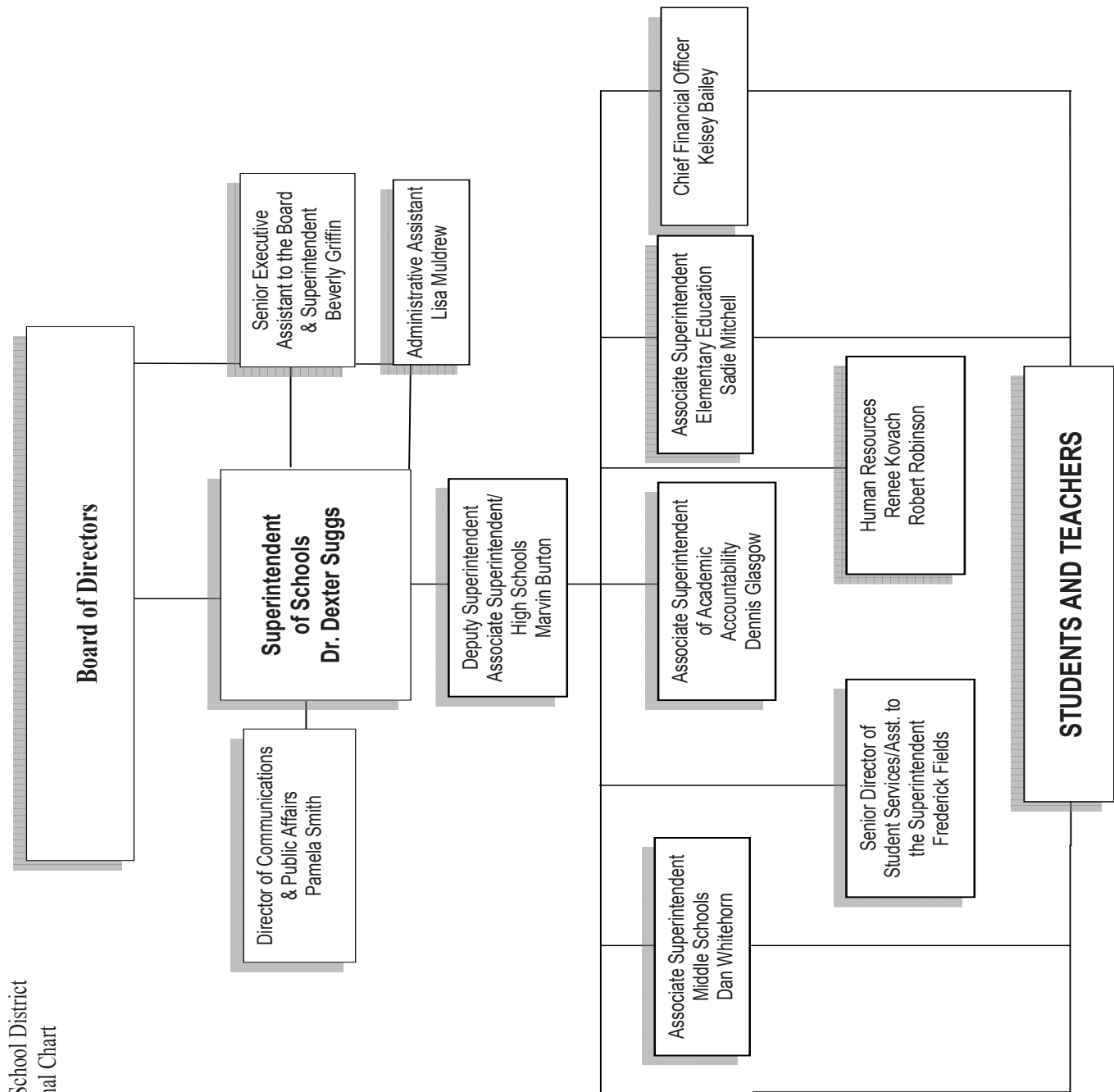


# Fresno Unified School District

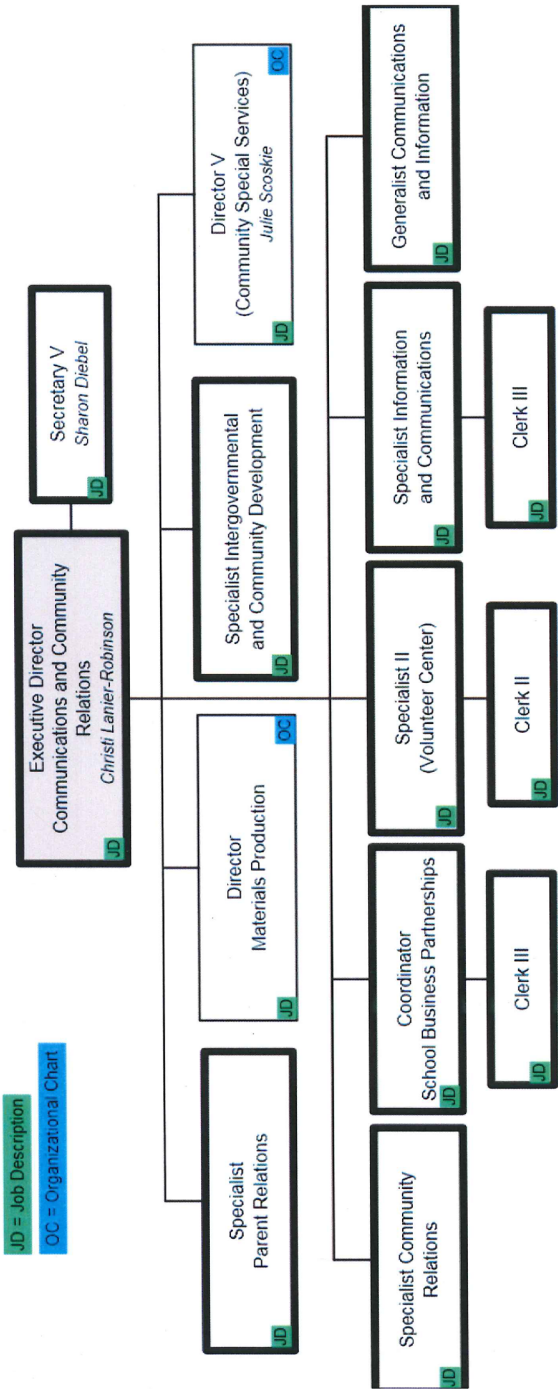


Approved May 9, 2012  
Revised April 2013

# Little Rock School District



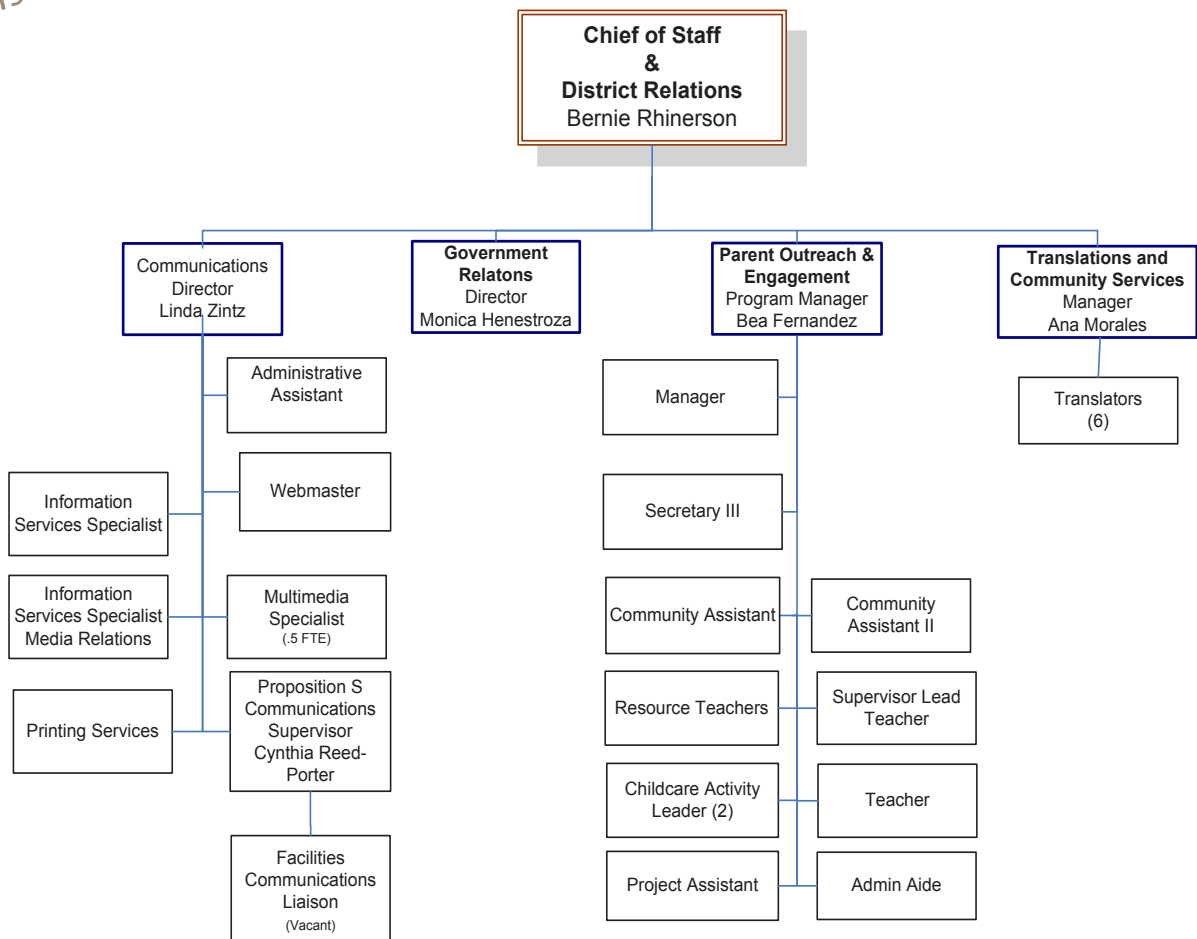
# Jefferson County Public Schools



# San Diego Unified School District



## Chief of Staff And District Relations 2012-2013



**Albuquerque**

**Anchorage**

**Atlanta**

**Austin**

**Baltimore**

**Birmingham**

**Boston**

**Bridgeport**

**Broward County**

**Buffalo**

**Charleston**

**Charlotte**

**Chicago**

**Cincinnati**

**Clark County**

**Cleveland**

**Columbus**

**Dallas**

**Dayton**

**Denver**

**Des Moines**

**Detroit**

**East Baton Rouge**

**Fort Worth**

**Fresno**

**Greensboro**

**Houston**

**Indianapolis**

**Jackson**

**Jacksonville**

**Louisville**

**Kansas City**

**Little Rock**

**Long Beach**

**Los Angeles**

**Miami-Dade**

**Milwaukee**

**Minneapolis**

**Nashville**

**Newark**

**New Orleans**

**New York City**

**Norfolk**

**Oakland**

**Oklahoma City**

**Omaha**

**Orange County**

**Palm Beach**

**Philadelphia**

**Pittsburgh**

**Portland**

**Providence**

**Richmond**

**Rochester**

**Sacramento**

**San Diego**

**San Francisco**

**Santa Ana**

**Seattle**

**Shelby County**

**St. Louis**

**St. Paul**

**Tampa**

**Toledo**

**Washington, DC**

**Wichita**

