

Cincinnati Public Schools
ADMINISTRATIVE PROCEDURES

Procedure Name Public Information Program	
Procedure No. 9120-00-01	Eff. Date: 9/9/13
Implements Board Policy(ies) 9120	Last Reviewed: 7/23/19

1. Background

The CPS Public Information Program Policy governs the District’s direction for external communications.

2. Responsibilities

Title: Chief Communications and Engagement Officer	
Address: Office of Communications and Engagement	
Phone: (513) 363-0020	Cell phone:
<p>Media, Community/Public Relations</p> <ul style="list-style-type: none"> • Provides leadership and manages proactive and reactive media relations to obtain and shape news and information relating to the District. • Responds to media inquiries in a timely manner; provides information to reporters; arranges interviews with Board members, administrators, or staff. • Collects, analyzes, and effectively disseminates factual information to the public through the news media and applicable direct channels including social media. • Establishes and maintains a close working relationship with print media, radio and television news media groups to ensure balanced, accurate and positive coverage of the District. <p>Internal and External Communications</p> <ul style="list-style-type: none"> • Develops communications strategy, including consistent messaging and brand management to both internal and external audiences. • Develops and launches District-wide public relations campaign to increase public support and retain and recruit students and families. • Establishes and oversees a system to regularly collect and publish stories to showcase programs, partnerships, schools, student and staff achievements through diverse and appropriate channels. 	

- Leads the creation, planning, content development, layout and production of District level information, including strategic plans, District website, Employee/Human Resource directed communications.

Marketing

- Supervises development of the annual marketing plan and the strategies, tactics and resources necessary to achieve goals.
- Leverages the District's network of schools, community partners, and understanding of the community to create plans and guidelines for establishing marketing priorities, initiatives, and metrics at both a school and system level.
- Develops and launches District-wide and school-specific marketing and public relations campaigns to increase public support and retain and recruit students and families.

3. Action Steps

See relevant documents in OCE department manual.

4. Equity Considerations

No equity considerations.

5. Related Documents / Forms

Document Title	Description	Last Reviewed
1.		
2.		
3.		

6. Additional Information

None required.