

**Cincinnati Public Schools**  
**ADMINISTRATIVE PROCEDURES**

<b>Procedure Name</b> <i>Internal Communications Procedure</i>	
Procedure No. 9145-00-01	Eff. Date: 2/21/2019
Implements Board Policy(ies) 9145	Last Reviewed: 7/23/19

**1. Background**

In 2019, the CPS Board of Education made updates to Policy 9145 to strengthen internal communications among CPS district and schools, and among staff and stakeholders.

**2. Responsibilities**

Title: Chief Communications and Engagement Officer	
Address: Office of Communications and Engagement	
Phone: (513) 363-0020	Cell phone:
<p>Describe responsibilities:</p> <p><b>Strategy, Vision, and Leadership</b></p> <ul style="list-style-type: none"> <li>• Provides overall leadership and direction for strategy, design, and operation of the District’s internal and external marketing and marketing, communications, and engagement activities and outcomes.</li> <li>• Strategically integrates information and content to build a compelling digital platform that brings together strategy, research, creativity, and data analytics to transform the business of educating children and foster broader interactivity between the District and its many stakeholders.</li> <li>• Oversees the District’s communications transformation using analytics to create a world-class communications environment to enhance digital experiences that build relationships with key audiences - students, teachers, parents, and the community.</li> <li>• Provides counsel to the Superintendent, senior management and the Board on marketing, communications, and parental and community involvement.</li> <li>• Serves as chief spokesperson, chief marketer and chief liaison with all audiences to promote the District’s mission and as an intermediary between school administrators/officials and the media in order to provide information on a varied number of educational policies, programs, and administrative operations.</li> </ul>	

### **Media, Community/Public Relations**

- 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.

### **Internal and External Communications**

- 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**

**Board Policy 9145 states** *“New employees shall be trained and familiarized with all existing Board policies and administrative procedures that are relevant to their job duties. Current employees should receive a regular review of Board policies relevant to their job duties.”*

To conform to this Board Policy, each Department and School will be responsible for creating and maintaining an Operational Manual that is reviewed with every new employee and every employee acknowledges upon receipt. This manual should be updated on a yearly basis, and principals and directors are responsible for reviewing any new policies and procedures with their staffs as needed.

**Board Policy 9145 states** *“Employees shall be made aware of any new, amended, or rescinded Board policies and where to find that information. Resolutions that are enacted by the Board shall be communicated to District employees. Administrative procedures should be developed and made readily available to District’s employees.”*

The Board of Education staff will circulate approved policies and resolutions within 24 hours of approval to the Performance Leadership Team and the Office of Communications and Engagement (OCE).

Approved resolutions will be summarized and posted on the MyCPS site within 96 hours of passage, available to all CPS staff. Where appropriate, a copy of the resolution will be transmitted to other elected bodies, community partners or other relevant interested parties.

The Performance Leadership Team will review all approved policies monthly.

Upon review of the Performance Leadership Team, the respective PLT members will distribute the policies to appropriate staff to create procedures to implement each policy.

Departments will have no more than 90 days to develop and publish procedures for each approved policy.

Procedures are reviewed and approved by the Office of Communications and Engagement and the Office of General Counsel before publication.

Procedures shall be published monthly in a digest form by the Office of Communications and Engagement to all employees and recorded on the MyCPS intranet.

Directors and Managers are responsible to regularly update their staff on new or updated policies and procedures verbally.

**Board Policy 9145 states** *“Employees shall be regularly informed of the Board’s goals, initiatives, and priorities.”* At the beginning of each school year, CPS holds a “back to school” event to inform staff about the Board’s goals, initiatives and priorities, and how each employee’s role and responsibilities align.

**Board Policy 9145 states,** *“School student and staff handbooks shall be written to adhere to CPS Board policies.”*

**Board Policy 9145 states,** *“Critical information should be disseminated to the District’s employees through channels such as the Superintendent’s Report and Treasurer’s Report passed by the Board.”*

#### 4. Equity Considerations

No equity considerations.

#### 5. Related Documents / Forms

Document Title	Description	Last Reviewed
1.		
2.		
3.		

#### 6. Additional Information