Technology Services

Communication Plan

2019
Section I. Strategy Overview

Communication Objectives

The communication objectives of Technology Services are to develop a communication plan, strategies, and tools that enhance the relationship between Technology Services and our stakeholders in order to achieve 100% transparency and foster an environment of excellence and innovation by the end of 2020.

Target Audiences

1. Community Stakeholders
2. School Staff
3. Parents & Students
Positioning Statement

Forsyth County Schools Technology Services Department plans, implements, and supports all of the school district’s technology initiatives and infrastructure. Careful collaboration with all stakeholders helps ensure that district technology needs are met in the most effective and efficient manner and that Forsyth remains a leader in leveraging technology to enhance teaching and learning.

Technology Services is committed to providing teachers and students with the best technology available. We see ourselves as an integral part of the learning process, and it is our pleasure to serve the teachers, students, and staff in Forsyth County. We believe technology in schools increases student productivity in and outside the classroom, encourages individual leadership in learning, expands access to learning resources, and helps develop digital citizenship within a structured environment.

As leaders in technology we must always look at how we can improve our relationship with our stakeholders and provide them with exceptional service and new ways to challenge the norms of what is possible.

Desired Action

Technology Services will monitor communication to include, but not limited to, the following:

1. Three Year Departmental Plan
2. Technology Guide
3. Department Handbook
4. Communication Plan
5. Technology Services Audit

*Online availability of documents and information in real-time*
Section II. Communication Platforms

Communication Channels, Target Audience & Message Frequency

1. Website & Print Articles
   - New/updated documentation published online and semi-annual newsletters
   - Target audience includes:
     i. Instructional Technology Specialists
     ii. Technology Services Technicians
     iii. District and School personnel
     iv. Parents and Students

2. Surveys
   - Periodic survey blasts around one key issue at time
   - Target audiences
     i. Teachers
     ii. School Administration
     iii. Client Services

3. Facebook
   - Periodic promoted posts for Technology Services for excellent resources, important messages, and information about innovating projects.
   - Target audience
     i. General Public
     ii. District Staff
     iii. Stakeholders

4. YouTube
   - Create new video channel platforms of technology being utilized in the school
   - Target audiences:
     i. General Public
     ii. District Staff
     iii. Stakeholders
5. School Visits

- Technology Services leadership on-site at schools to discuss current and future technology implementation.
- Target audience:
  i. School Administration
  ii. Instructional Technology Specialists
  iii. Teachers
Section III. Newsletter

A. Article Topics – To Publish in Newsletter (and then sent out via email)

Topic 1: Security
- Passwords
- Leaving machine unattended
- Writing down password

Topic 2: Technology Furniture
- Power requirements
- Cable management
- Flexibility

B. Monthly Messaging Topics for Social Media

Tip: Create “sound bites” from articles above and share across social media. Every new article can be the source/inspiration for 3-6 different social media messages. As much as possible, also include links back to articles on the website.

In this section, you want to detail some of the topics you know will resonate with your target audiences and strengthen your search engine optimization. Assign % to each topic or theme to make sure your team strikes the right balance that will appeal to your audience. For example:

Topic 1 (50%) – Research Results
- Example 1
- Example 2
- Example 3

Topic 2 (20%) – Stories from the Field
- Example 1
- Example 2
- Example 3

Topic 3 (15%) – Organization News
- Example 1
- Example 2
- Example 3
Topic 4 (10%) – Inspirational Quotes
• Example 1
• Example 2
• Example 3

Topic 5 (5%) – Job Postings
• Example 1
• Example 2
• Example 3