WHAT IS SCHOOL PUBLIC RELATIONS?

The National School Public Relations Association professional definition is:

"Educational public relations is a planned and systematic management function to help improve the programs and services of an educational organization. It relies on a comprehensive two-way communications process involving both internal and external publics, with a goal of stimulating a better understanding of the role, objectives, accomplishments and needs of the organization. Educational public relations programs assist in interpreting public attitudes, identify and help shape policies and procedures in the public interest, and carry on involvement and information activities which earn public understanding and support."

THE DISTRICT 205 VISION

In this information age, the expectations for responsive, concise, and transparent communication in education has never been greater. The primary mission of the Public Relations Department is to leverage all communication platforms to enhance academic achievement and to serve all stakeholders, to whom the district, as a public entity, is accountable. Effective communication is not only the obligation of the Public Relations Department, it is also a key factor in garnering public support, be it in the wake of a crisis or scandal, or in the anticipation of a school referendum.
The Public Relations Department kicked off the 2022-2023 school year by being more intentional compared to last year by leveraging the use of language and partnering with the Foundation, school principals, and staff in planning school events to ensure equitable representation. At the beginning of the school year, the Principals’ Sunday voice messages were available in Spanish and Polish to better serve our families based on their language preferences in the ParentSquare communication tool.

During the summer of 2022, the Public Relations Department partnered up with the Transportation Department to give the small Porter Vans a new look. The vans had the school logo replaced with an updated logo to be consistent with the district branding and image.

The Public Relations Department partnered with the Personnel Department to offer a welcoming space for the newly hired teachers during the New Teachers Induction Ceremony by providing a headshot for them, highlighting them on social media, and featuring the new staff in a video that was shown to all staff on Teacher Institute Day.
In mid-August, the Public Relations Department and the LTHS Foundation partnered to host an important school event with Young Hearts for Life to offer a free heart screening to sophomores, juniors, and seniors. While improving on communication efforts, the Public Relations Department developed a meaningful campaign by producing a video in English and Spanish to explain the importance of the event to Spanish-speaking parents/guardians.

For student representation, the two videos included two senior students. The Spanish video garnered 173 views while the video in English garnered 464 views. Letters to parents and guardians were available in English and Spanish to share more information about the event. In addition, a shirt for volunteers was designed by Mr. Eric Slager and students from the Porter Pride Store pressed 104 shirts.

As the Public Relations Director continues to maintain effective and strategic communications, the department saved approximately $7,100 by eliminating Salsa, an online supporter engagement platform, that was primarily utilized for LTHS Foundation events, an alumni database, and the LTHS newsletter(s). As a result, the communications tools will be geared in-house for internal and external communications.

From late August through December, the Public Relations Department dedicated every Wednesday to work on the website overhaul for the launch of the new website. By early November, the Public Relations Department successfully launched the new website.

APP DOWNLOADS TO DATE

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>2,240</td>
</tr>
<tr>
<td>Android</td>
<td>810</td>
</tr>
</tbody>
</table>
QUALITY AND EFFICIENCY

Safety is a top priority at Lockport Township High School. That is why we have provided the Crisis Communication and Reunification Procedures plan readily available on the website, and produced a video which is available on our YouTube channel. Currently, the video has more than 245 views.

In early December, the Public Relations Department launched a social media campaign and produced eight purposeful videos to explain and show how the district is fiscally responsible while providing high quality buildings, services, programs, and staff. The videos garnered more than 1,100 total views.

Through a deliberate and thoughtful approach to communication, the district demonstrates its commitment to its stakeholders.
PUBLIC RELATIONS OVERVIEW

The following components determine the goals and activities for the district's communications plan:

**01 RELATIONSHIPS**
Build connectedness with students, families, staff, and community.

**02 IDENTITY**
Promote a unifying brand to build the district's reputation.

**03 TRANSPARENCY**
Communicate openly, honestly, and responsibly regarding district events and incidents.

**04 EFFECTIVENESS**
Leverage all communication platforms in a productive fashion.

**05 EFFICIENCY**
Conduct all operations with the best use of times and resources.

**06 REACH**
Engage constituents on a routine basis and expand followership.

COMMUNICATIONS GOAL STATEMENT

Enhance student achievement through communication. Develop meaningful campaigns in coordination with Guidance, Activities Director, student groups, and others to address specific areas of concern or engage specific student populations.
“Communication is essential for any healthy relationship. It is the cornerstone of teaching and learning. In a broader sense, it is part of our public responsibility to our students, staff members, parents, and community to reach out frequently and honestly in order to establish District 205’s identity, mission, and credibility.”

DR. ROBERT McBRIDE | SUPERINTENDENT, DISTRICT 205

## STRATEGIC GOALS

| 01 | ENHANCE STUDENT ACHIEVEMENT |
| 02 | GARNER PUBLIC SUPPORT |
| 03 | SUSTAIN ACCOUNTABILITY TO OUR STAKEHOLDERS |
| 04 | EXPAND STUDENT & STAFF ENGAGEMENT WITH THE DISTRICT |

## ENGAGEMENT

| 01 | COMMUNITY OUTREACH |
| 02 | FAMILY COMMUNICATION |
| 03 | INTERNAL COMMUNICATION |
| 04 | INTERGOVERNMENTAL COMMUNICATION |

## COMMUNICATION CHANNELS

| 01 | ELECTRONIC |
| 02 | PRINT |
| 03 | VIDEO |
| 04 | INTERPERSONAL |

**ELECTRONIC**
District website, app, email, messaging system, social media, news releases, e-newsletter.

**PRINT**
Brochures, letters, flyers, handbook, course catalog, special purpose publications.

**VIDEO**
Website featured videos, School Board Brief, promotional videos, social/emotional videos.

**INTERPERSONAL**
Board of Education meetings, superintendent’s walk and talk, media interviews, public and district events.
<table>
<thead>
<tr>
<th>GOAL</th>
<th>OBJECTIVES</th>
<th>TOOLS</th>
<th>INDICATOR/MEASURE</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance student achievement</td>
<td>Develop meaningful campaigns in coordination with Guidance, Activities Director, student groups, and others, to address specific areas of concern or engages specific student populations.</td>
<td>Video, website, social media, livestreamed events, flyers, email, newsletter, press releases</td>
<td>Decrease in social/emotional and behavioral issues observed by Guidance and Deans Office. Increased participation in activities and higher-level coursework.</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video, website, social media, livestreamed events, flyers, email, newsletter, course catalog</td>
<td>Improved registration process. Increased registration in higher-level coursework, particularly among underperforming student groups. Increased registration for college entrance and Advanced Placement exams.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Garner public support</td>
<td>Document and share exemplars of success to promote a strong public connection to the district and build the brand.</td>
<td>Social media, livestreamed events, press releases, website, video, district events, newsletter</td>
<td>Measurable social media response. Increase in positive press. Increased participation at district events.</td>
<td>Ongoing</td>
</tr>
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<td></td>
<td></td>
<td>Meeting attendance, newsletters, district events, video</td>
<td>Increased interaction between the district and the community. Increase in scholarship/internship/volunteer opportunities.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Engage city and community organizations to foster a positive sentiment, build relationships, and expand opportunities for students.</td>
<td></td>
<td>Alumn table at various events, CRM software, website, social media, newsletter</td>
<td>Increased enrollment in alumni network with evidence of a significant geographic reach. Establishment of an alumni chapter.</td>
<td>3-5 years</td>
</tr>
<tr>
<td>Facilitate the establishment of an Alumni Association by encouraging a sense of connection and identity with the district.</td>
<td></td>
<td>Ample video content, embedded video sharing website, social media</td>
<td>Website and social media analytics.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Continue to expand video content that showcases student activities, accomplishments, and civic involvement to engage and grow constituency.</td>
<td></td>
<td></td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td>GOAL</td>
<td>OBJECTIVES</td>
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<td>Sustain accountability to our stakeholders</td>
<td>Relate discussions and decisions by the Board of Education to the community to ensure transparency and promote a relationship of trust.</td>
<td>Livestreaming, Superintendent’s video brief posted on social media and the website (Board Meeting Brief)</td>
<td>Continued feedback on social media and directly from parents and the public.</td>
<td>Monthly</td>
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<td>Reduced number of calls/emails from the public.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Expand student and staff engagement with the district</td>
<td>Expand and maintain website features that conveniently and efficiently address inquiries from parents and the community.</td>
<td>Family communication survey, non-emergency website pop-ups</td>
<td>Feedback from the parents, the public, and city partners.</td>
<td>Ongoing</td>
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<tr>
<td></td>
<td>Develop and maintain a comprehensive crisis communication plan that is responsive and effective.</td>
<td>Automated messaging systems, email, text, phone messages, website pop-ups</td>
<td>Decreased email volume. Positive feedback from students and staff.</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Promote a unified identity and ensure the efficient flow of information.</td>
<td>Staff/student landing pages</td>
<td>Positive internal feedback. Increased participation in culture and climate activities.</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Increase in-school recognition of admirable behavior and acts to foster school pride and a feeling of belonging among students and staff.</td>
<td>Website, staff/student landing pages, print media, social media, newsletter</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Recruit students to foster a strong sense of relationship and identity.</td>
<td>Social media, student landing page</td>
<td>Increased number of student social media followers</td>
<td>1st Semester, 2023-2024</td>
</tr>
</tbody>
</table>
## Social Media Overview

### Facebook

- **38.26%** engagement in 2022
  - **31.36 from 6.91%**

- **889** posts in 2022
  - **449 from 440**

- **2.9K** total fans & followers
  - **25.1% from 2.3K**

- **2.1K** post shares
  - **34.8% from 1.5K**

- **738** reactions
  - **39,369** impressions

### Instagram

- **10.43%** engagement in 2022
  - **1.4 from 9.04%**

- **846** posts in 2022
  - **409 from 437**

- **3K** total fans & followers
  - **875 from 2.1K**

- **116K** reactions and likes
  - **198% from 39K**

- **918** likes
  - **5,177** impressions
In a recent survey, the top 3 preferred methods of communication were:

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>77%</td>
</tr>
<tr>
<td>LTHS D205 mobile app</td>
<td>27%</td>
</tr>
<tr>
<td>Social media</td>
<td>20%</td>
</tr>
</tbody>
</table>

Other preferred methods of communication were text message, cell phone, or in-person discussions.
Most Viewed

PORTER VOICES
Dereon Simpson, Freshman

760 views

Most Viewed Livestream

Lockport Township High School District 205
113rd Annual Commencement Ceremony
CLASS of 2022
LIVE STREAM
June 4, 2022

5,536 views

In the last 30 days, the District website received 23.5k new visitors through 4 main traffic sources:

14k direct

8k search

1k referral

500 social media

The most viewed pages on lths.org in the last 30 days were:

31.7k home page

12.9k district calendar

11k staff directory
BRAND GUIDELINES & USAGE

Lockport Township High School’s Brand Guidelines & Usage has been developed to unify the visual identity of the district internally and externally, and has been designed to assist in clearly and consistently communicating our brand while maintaining its integrity.

IDENTITY COLORS

Porter Maroon
WEB: #660000
CMYK: 34, 98, 96, 52
RGB: 102, 0, 0

Porter White
WEB: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Light Gray Accent
WEB: #F2F2F3
CMYK: 4, 3, 2, 0
RGB: 242, 242, 243

Gray Accent
WEB: #CCCCCC
CMYK: 19, 15, 16, 0
RGB: 204, 204, 204

Charcoal Accent
WEB: #454545
CMYK: 67, 60, 58, 43
RGB: 69, 69, 69

LOGOS & MARKS

Logos and marks are available in a variety of color formats and file types to accommodate a wide range of uses and printing considerations.

TYPOGRAPHY

Raleway and Lato are approved fonts for all district publications and documents. Other fonts may be used if needed, but not to alter logos or branded marks. Raleway may be used on the web or in body copy as needed. Lato Light 300 and Lato Black 900 may be used in headlines or marketing as needed. The Lato and Raleway font families are available for free download through Google Fonts.
INSPRA COMMUNICATIONS AWARDS

Lockport Township High School was recognized for its exceptional communications efforts, being awarded five Awards of Merit and one Award of Excellence by The Illinois Chapter of the National School Public Relations Association (INSPRA), the state’s school public relations association at its annual Communications Contest Awards Luncheon on September 9.

AWARD OF EXCELLENCE

- LTHS District 205 #PORTERPRIDE Direct Mailing

AWARD OF MERIT

- LTHS District 205 Annual Communications Plan
- “What Makes You Proud to be a Porter?” Video
- “Next Semester, Summer Plans, & Study Tips” Video
- “What Is A Porter?” Video
- LTHS District 205 Website

Scan the QR code with your mobile device to view Lockport Township High School’s winning entries in the 2022 INSPRA Communications Contest!

Students performed alongside a choral composer from Argentina and live Mariachi music during Lockport’s first Hispanic Heritage Concert

The Jesse White Tumblers performed for students & staff in celebration of Black History Month