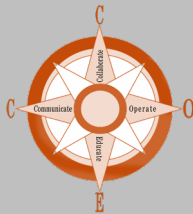# COMMUNICATIONS PLAN 2023-2024

Colusa County Office of Education

COLUSA COUNTY OFFICE OF EDUCATION

Mission Statement

The County Office of Education is committed to assisting the local school districts through direct and indirect services. The County Office of Education provides a variety of services, including fiscal management, curriculum coordination, special schools and programs, health services, and coordination of state and federal projects.

Values

Communicate Effectively
Collaborate Cooperatively
Operate Efficiently
Educate Totally

Communications Department Objectives

1. Develop, implement, evaluate, and maintain a comprehensive communications and marketing strategy plan that integrates the needs of CCOE as a whole and raises the visibility of the organization.
2. Create content, design and layout for the CCOE website, social media, and print publications; ensure continual updates and accessibility.
3. Write news releases, articles, newsletters, and reports for publication.

Alissa Maas
Communications & Public Relations Director
amaas@ccoe.net
Office: (530) 458-0350 ext. 10836
Cell: (530) 531-7055

COMMUNICATION GOALS

Goal #1: Support the vision and mission of the Colusa County Office of Education.

Goal #2: Streamline communication by strategically utilizing various media platforms to educate and inform the greater Colusa County community.

Goal #3: Foster meaningful connections amongst CCOE staff, students, parents, County districts, and the community.

Goal #4: Maintain CCOE's reputation and present a favorable image to internal and external audiences.

TARGET AUDIENCE

Internal

- **CCOE Board of Education**
- **CCOE Staff**

External

- **Community**
- **Parents**
- **Students**
- **Districts & Schools**
- **Education Partners**
- **Elected Officials**
- **Organizations**
- **Media**

BRANDING

Consistency and continuity in messaging will be established by creating a uniform communication style per communication campaign. The design will be determined before the launch of each campaign. Every campaign will have a unique theme, and this branding will be carried throughout all communication methods.

If a traditional CCOE color scheme is to be used, colors relating to the CCOE logo provide a guide.
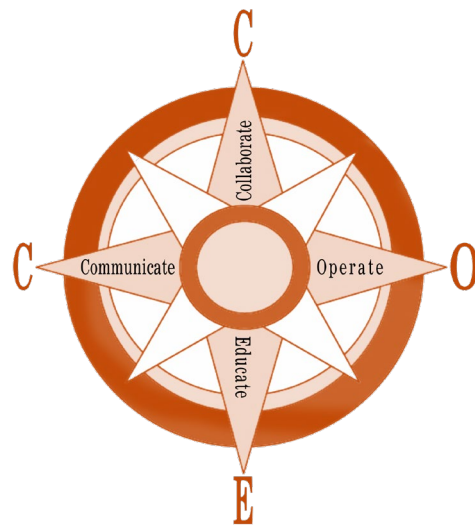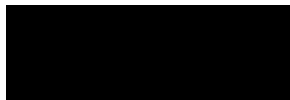
COMMUNICATION STRATEGIES

The Communications Department is responsible for all Colusa County Office of Education messaging, with the exception of documents created by the following departments, unless otherwise requested: And Literacy For All, Children's Services, Educational Services, First 5 Colusa, Human Resources, and Special Education/SELPA.

Internal Communications

Staff-Specific
At times, messages are only meant for CCOE Staff to view. When this is the case, emails are sent to the "CCOE All Staff" email list from the CCOE Information email account.

Department-Specific
Departments host their own programs, and may need assistance creating media to publicize these events. Directors and managers may also be referred to the Communications Department to learn how to create items such as surveys, PDF's, spreadsheets, reports, and plans. Additionally, management may request assistance in the creation of training materials for various workshops or programs geared specifically for CCOE employees.

Data & Documentation
Documentation of CCOE projects via video or photograph, and/or the collection of specific data can be requested by CCOE departments, with the intent of such documentation to be shared at meetings involving CCOE staff, the Colusa County Superintendent of Schools, and/or the CCOE Board of Education.

Professional Development
It is important for new and seasoned department directors and managers to receive professional development opportunities. This sends the message that CCOE values lifelong learning for not just County students, but its employees as well. Additionally, virtual and in-person workshops create an environment rife with new and emerging ideas employees can absorb and implement in the workplace. At the start of each fiscal year, a Professional Development Survey is emailed to CCOE department directors and applicable managers. This survey informs the Communications Director of specific and desired professional development topics for each department. It also allows for future workshop collaboration between departments requesting parallel trainings.

COMMUNICATION STRATEGIES

External Communications

Social Media

1. **Facebook (@ColusaCOE)**
   - Post CCOE-created content twice weekly, with three days of cross-posting
   - CCOE-created content to include one *Employee* or *Board Spotlight* and the highlight of one event or program, at a minimum
   - Cross-posting to include content from the Facebook pages of County districts and schools, in addition to the standalone pages for the following CCOE affiliates or departments: And Literacy For All (@CCOE-And Literacy For All), Children's Services (@Colusa County Office of Education-Children's Services), First 5 Colusa (@First 5 Colusa Children & Families Commission), Arbuckle Family Action Center (@Family Action Centers of Colusa County, AFAC), and Williams Family Action Center (@Family Action Centers of Colusa County, WFAC)
   - Share all CCOE-created media with local Facebook groups: @Colusa County Crime/Emergencies & News, @What's going on in Arbuckle/Colusa County, and @What's going on in Williams?
   - Ensure all CCOE-created content has the CCOE logo and is free from grammatical errors and offensive language
   - Review insights of each post as a way to analyze what works best with our audiences
   - Follow other COE's Facebook pages and check their pages to see what they are posting
   - Utilize hashtags to increase views, and always include the hashtag #ccoe
   - Add Facebook icon on print materials and electronic communications
   - Use *Facebook Live* at events in order to engage in a unique way

2. **Instagram (@ColusaCOE)**
   - Post CCOE-created content twice weekly, to include the *Employee* or *Board Spotlight* and the highlight of one event or program, at a minimum
   - Ensure all CCOE-created content has the CCOE logo and is free from grammatical errors and offensive language
   - Add Instagram icon to print materials and electronic communications
   - Utilize hashtags to increase views, and always include the hashtag #ccoe
   - Follow other COE's Instagram accounts and "like" their posts
   - Use Instagram story at events in order to engage in a unique way

COMMUNICATION STRATEGIES

3. **Twitter (@ColusaCOE)**
   - Post CCOE-created content twice weekly, to include the *Employee* or *Board Spotlight* and the highlight of one event or program, at a minimum
   - Re-tweet content from First 5 Colusa Children & Families Commission (@First5Colusa) when applicable
   - Utilize hashtags to increase views, and always include the hashtag #ccoe
   - Follow other education-related accounts and like their posts
   - Analyze data as a way to track impressions and reach

Video Communications

1. **YouTube**
   - Welcome Back Day video
   - PSA videos from Colusa County Superintendent of Schools
   - Upcoming event promotions
   - And Literacy For All story times
   - Training/How-to videos
   - Annual Awards Dinner category achievers

2. **Powtoon**
   - Provides video format templates
   - Professional look, with background imagery and music enhancements

Print Communications

1. **Newspaper press releases and advertisements**
   - Black and white advertisements are submitted to the *Pioneer Review* newspaper twice a month in the 10"x10" size, with a different CCOE program or upcoming event highlighted in each
   - Each advertisement is approved by the specific department director and by the Deputy Superintendent of Administrative Services before it is submitted
   - Press releases are submitted to the *Pioneer Review* and *Appeal Democrat* to announce new programs, upcoming events, or major changes
   - All press releases must be submitted with the CCOE Communications letterhead

COMMUNICATION STRATEGIES

2. **Flyers, posters, and signs**
   - The desired design, theme, and color scheme to be determined before the dispersal of media, in order to provide consistency throughout campaign
   - Registration or web links to be shared via a QR code
   - For digital flyer dispersal, various sizes to be created for Instagram and Facebook compatibility
   - Utilization of the Canva publication website for creation and Constant Contact communication service to aid in digital dispersal

3. **Annual Reports and Guides**
   - *Colusa County Education Report* created for Colusa County Superintendent of Schools
   - *Guide for Colusa County School Districts* created for and dispersed to CCOE department directors and coordinators, and County Superintendents and Principals

Online Communications

1. **Website**
   - Website content pages are updated periodically by departments, but current information is maintained by Communications Director
   - All content is to be accurate, and upcoming events and programs to be publicized on the home page
   - Message from Colusa County Superintendent of Schools (CCSS) on home page to be updated three times per year (August, January, June) unless otherwise directed by the CCSS

2. **Newsletter**
   - Electronic newsletter published once monthly, to include a message from the Colusa County Superintendent of Schools, highlights from the month prior, and notices of upcoming events
   - Distributed electronically to "CCOE All Staff" email list, via social media, and published on the CCOE website

COMMUNICATION STRATEGIES

Outreach Events

Local events provide opportunities for information to be shared with community members on a more personal level. In addition to attending CCOE events, 5 Colusa County events (at a minimum) are attended each year to present CCOE collateral to the community.

Calendar of Events

Month	Event	Type
July	Arbuckle Watermelon Festival	Community Event
	Williams Family Night	CCOE – Children's Services
	Arbuckle Family Night	CCOE – Children's Services
August	Welcome Back Day	CCOE – All Staff
	CNA Graduation	CCOE – Educational Services
	ATP Yearbook Photos	CCOE – Special Education
September	Hiring Event	CCOE – Human Resources
	Early Literacy Certification Train.	CCOE – And Literacy For All
October	Arbuckle Car Show	Community Event
	Staff Photo Day	CCOE – All Staff
	Training with Sheriff's Dept.	CCOE – Management
	Colusa Family Night	CCOE – Children's Services
	District Meet & Greet	Districtwide Event
November	Education Summit	Napa COE Event
	Arbuckle Food Distribution	CCOE – First 5 Colusa
	Williams Food Distribution	CCOE – First 5 Colusa
December	Hiring Event	CCOE – Human Resources
February	Hiring Event	CCOE – Human Resources
	CalSPRA Conference	Statewide Event
March	Elementary Spelling Competition	CCOE - Communications
April	Family Fair	CCOE – Children's Services
	Hiring Event	CCOE – Human Resources
	Employee Awards Dinner	CCOE – Communications
May	CAC Student Art Show	CCOE – Special Education
	Migrant Resource Fair	CCOE – Educational Services
	Caring Youth Count Awards	CCOE – Educational Services
	Adult Transition Program Grad.	CCOE – Special Education
	Adult School Graduation	CCOE – Educational Services
	S. William Abel Academy Grad.	CCOE – Educational Services
June	Colusa Farmer's Market	Community Event