

**Regional Office of Education
#33
Henderson, Knox,
Mercer, and Warren
Counties**



Marketing and Communications Plan FY24

Developed: January 2023
Last Updated: July 28th, 2023



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Jodi L. Scott, Regional Superintendent of Schools

This plan was developed to serve as guidance regarding marketing and communications for the Regional Office of Education #33.

**Regional Office of Education #33
105 N E. St.
Monmouth, IL 61462
Phone: 309-734-6822
Fax: 309-734-2452
www.roe33.net**



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ROE #33 Marketing Plan

Situational analysis- Where are we now?

ROE#33 is a regional office of education that has seen exponential growth over the past few years. The ability to facilitate excellent employees, have a strong word of mouth, and cater programs and services that benefit the local community are keys to success thus far. Mainly utilizing Facebook and word of mouth as the marketing strategy has been good, but can be improved upon. Some event confusion occurs, and citizens may not know everything the ROE has to offer. With the SOSTAC marketing plan laid out ahead, we have a timely and effective path to increase our engagement, event turnout, and the number of applications submitted.

Who is our target audience? Educators/professionals, at-risk community members, adults needing ESL or HSE, parents of younger children

Competitors? None directly to our services and programs, but schools tend to take our employees because of the benefits of summers off and various other reasons.

Strengths

- A large amount of support from colleagues and Jodi/Lori
- Employees want to help the community prosper and strengthen the vision of the ROE
- “No wrong door”
- Word of Mouth
- Positivity in all aspects of the organization



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- Valuable and effective programs
- Clear and concise mission statement
- Being more than what people expect
- The Organization is approachable and open-minded
- The People
- Ability to personalize plans and approaches for each family or person

Weaknesses

- Could be more program-to-program communication to stay on top of events and get a better understanding of each
- Some events get drowned out by other things going on
- Some don't feel they get to utilize the ROE Facebook page enough or at all, posting could be more consistent in the correct tone
- A lot of acronyms that can become confusing
- Low manpower, busy employees
- There seem to be a few different Facebook pages and groups for the ROE which could potentially cause confusion among the community

To see the full SWOT analysis, click [here](#).

Objectives- Where do we want to be?

Vision: Serving our schools and communities

Mission: To serve our schools and communities by providing educational resources, partnerships, and opportunities.



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Marketing Objective: The marketing objectives for the ROE are to increase engagement and reach across channels, and to strengthen our vision and mission from the community perspective. Also, we want to attract more applicants to apply for open positions, and build event awareness internally and externally.

Objectives to be achieved:

1. Double the reach on Facebook
 - a. The reach(The number of people who saw any content from our Page or about our Page, including posts, stories, ads, social information from people who interact with your Page, and more) for the previous year(Jan 1, 2022-Jan 1,2023) was 66,880, a doubled increase is 133,760.
2. Increase community engagement at program-specific events. The following events have been chosen by their director:
 - a. SAFE- Healthy Minds, Healthy Neighborhood; 21st Century Night events (Poetry Night, Game Night, Family Make and Take Events, etc.); Freshman Orientations
 - b. RAES- Graduation shout-outs, Community Mixer, volunteer opportunities for RAES students and staff
 - c. Adult Education- August registration event, Literacy volunteer recruitment
 - d. Prevention Initiative- Summer Fest, Smart From the Start, Potty Learning 101
 - e. Family Literacy- Art Defined Night, Family Game Night, Family Reading Night
 - f. Early Childhood- Regional Nutrition Night, BlockFest
 - g. Career and Technical Education- Opportunity Fairs, 8th Grade Career Explorations, Career Fairs for High School students, GAVC events
 - h. Professional Development- Whatever It Takes Conference, various training and workshops



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3. Add channels that reach the intended audiences where they are
 - a. Instagram- [Instagram Strategy](#)
 - b. LinkedIn - [LinkedIn Strategy](#)
4. Increase the number of job applications by 15%
 - a. The number of applications from Jan. 1, 2022-Jan. 19, 2023 according to Indeed was 399 with 49 jobs posted; an increase of 20% would be 80 more applications for a total of 479 applications.
5. Increase the number of attendees for professional development activities and individual school workshop attendees by 20%
 - a. The number of attendees for PD was 1223; an increase of 20% would be 245 for a total of 1468.
 - b. The number of attendees for school workshops was 956; an increase of 20% would be 191 for a total of 1147.
6. Increase site visits by 25%.
7. Design the ECRA database to aesthetically showcase the annual report.

Strategy- How do we get there?

In order to hit our objectives, we need to do a variety of things that show why someone should choose and use ROE #33. We should be highlighting our strengths which are our employees, the value and effectiveness of our services, and the personalization of our services. The care and passion our employees provide have been part of the success the ROE has seen already, their ability to personalize down to the individual is what differentiates our programs and continues to make them stand out. Whilst, the overall effectiveness and track record of our programs and



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services is the key to success in the future. The consistency of our message should be seen throughout the different segments.

We will be using the STP model to help break down the strategy and tactics we should use.

Segmentation- From the segmentation standpoint, we are interested in a few different categories. The categories we are interested in are teachers and learning professionals living in or around the four counties under ROE #33, at-risk families living in the four counties, as well as community members who need ESL or HSE, and parents of children aged prenatal to five living in the four counties.

Targeting- Targeting (how we are reaching our audiences) will vary depending on the chosen segment. We need to narrow down who we wish to reach in order to be most effective. Two segments that would be most advantageous are teachers/professionals, as well as parents of children aged prenatal to five. While we won't pick up all outside of these segments, some will trickle in by using this strategy. Teachers and other professionals can be reached through existing and new social media platforms and offline events, as well as content marketing (content designed for them). Professionals tend to be tech-savvy and up-to-date, so utilizing social platforms either for job prospects or event awareness should prove successful.

In order to reach parents to get them to learn more about our services and increase program enrollment, we should be utilizing viral marketing (word of mouth), SEO (search engine optimization), and social media. Word of mouth is one of the most powerful marketing tools we have at our disposal thus far. We can continue to strengthen this strategy through various sources as we continue to go along.



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Positioning- Positioning is how our target markets perceive the organization. Positioning ourselves to be the teacher and professional resource is the key to success. Another way we position ourselves is by being seen as the best place to work for potential professional prospects. We should spotlight events that cater to them, create specific social media content that is engaging to those fields, and use offline events to showcase the benefits of working for the ROE. Our core message is that the ROE is a phenomenal place to work with a multitude of benefits not only for our employees but for the communities we support.

In regards to how we position ourselves to the parents of prenatal to five, we want to be seen as the go-to place for parents who want to broaden their child's well-being and future. We do this by increasing SEO by working with Google and enhancing the website so parents can find exactly what they're looking for, to add to that we should capitalize on word of mouth at events to make parents aware of all the services we offer and how they have affected other parents before, we should also be using our social media to create content designed for them. The core message for parents is that we want their children to succeed no matter what by providing the resources at our disposal.

Tactics- How exactly do we get there?

Tactic #1- *Create an Instagram and LinkedIn account for the ROE.* The Instagram page will give prospective employees a look into the culture of the ROE, as well as events and what the ROE has to offer as a place to work. By creating a LinkedIn page we can showcase our employees, highlight professional development events, and post job opportunities where professionals



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already are. We can also use a paid promotion on LinkedIn to bring awareness to job opportunities within the ROE.

Tactic #2- Create and sustain different weekly themed postings. We should utilize different themes for posting that provide consistency and awareness to the community. One is “Employee of the Week” where a different employee will be chosen weekly to be highlighted on the Facebook page and Instagram. It will feature a picture of the employee, What they do within the ROE, How long they have been working for the ROE, and what they love about the ROE. This will be great for prospective employees to see what they have to look forward to and act as a moral booster for current employees.

Another weekly posting should be “The Educator Tip of the Week,” a weekly posting of a tip for educators that are made aesthetically pleasing through Canva or other software in order to increase shareability. These can be sourced online but would also be beneficial to feature tips from Jodi/Lori or other past teachers who are now staff members. This will give our first segment(Teachers and Professionals) the view that we are the source for educators.

Not only will these work well to help meet our objectives but having consistent posts and benefits for people who “like” the Facebook page will increase engagement and reach.

A third themed posting that could provide benefits for the Regional Office of Education #33 is a “What I Love About the ROE?” post with graphics. This theme wouldn't need to go out every week but could be featured randomly or used to highlight a specific position with quotes from employees in that position. This would be a Canva-created graphic featuring a quote from the employee about what they love about working for the ROE. This theme could be posted on



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Instagram, LinkedIn, and Facebook and would showcase the culture of the ROE and why it is worth it to work here. It could also provide a moral boost for employees who get to be featured.

Tactic #3- Utilize sponsored event posts. Facebook has superb marketing analytics in order to reach target audiences. We should be utilizing this strategy to increase the reach of our professional development and educator events instantaneously. The cost of this can be lower than \$5-\$10 per day per post depending on the scale of reach and amount of time posted. We should also be using this to promote our events for parents of children prenatal to five. This is a simple yet effective way to increase event turnout and Facebook engagement.

Tactic #4- Create a "benefits of working for the ROE" one-pager. By creating a one-pager that goes over the benefits of working for the ROE, we can utilize them at in-person events. We should be using monetary and non-monetary bullet points because a lot of employees view working for the ROE as a labor of love, not only for use at job fairs but also for other events that the ROE attends. We can also use employee testimonials and a picture featuring happy employees to catch the eye. This will also get featured on our website under the job posting page. By doing so, we can increase the applications submitted and bring awareness to everything the ROE has to offer potential employees. This effort should increase applications sent into the ROE.

Tactic #5- Optimize Website and Google Search Engine Optimization. The website should be optimized to proper SEO strategies to make sure Google Analytics is satisfied and provide ease of use and efficiency for users. Keeping the website up to date regarding events and current laws is crucial for Google's algorithm. By doing so, we can increase visits to the site and in turn, increase program enrollment. We will also be able to increase awareness of ROE services and programs as well as increase positive public perception.



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Tactic #6- *Generate a social posting calendar.* A calendar should be created to effectively and efficiently outline the posts for the socials of the ROE. There are certain specifications to adhere to when it comes to posting consistently and relevantly. We should be choosing the time and date posted, the content posted, and the number of posts per day to each social. Content should be planned accordingly to not drown out other posts but also not go stale. Implementing this calendar will increase our engagement and reach on Facebook and other social media platforms.

Tactic #7- *Utilizing the Ecra database to highlight the annual report.* The IASA has partnered with the ECRA group to provide districts with a strategic dashboard to showcase essential information about our district to stakeholders. We will use it to show the statistics of all information the ROE can provide over the past year. It is an easy-to-manuever dashboard where community members can view “indicators” and “strategies” put forward by the school. The indicators page is where all stats will be shown, while the strategies page is a place to put forward goals the ROE would like to complete. This strategy will be a great way to raise awareness for all the ROE has done and is doing, and positively increase our public perception.

Action- What are the details of tactics?

Actions consist of who does what, the time to complete, and the budget required to do so. Actions are subject to change based on approval.

Actions for Tactic #1- The Marketing and Communications Coordinator will create business accounts for both LinkedIn and Instagram. The Marketing and Communications Coordinator will gather 5-10 photos and event flyers to get us started for the first two weeks on Instagram. We can



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start our growth on LinkedIn by alerting employees and getting them to follow and connect as an employee. It will cost us nothing besides time spent unless we decide to sponsor job postings on LinkedIn. This effort will take less than two weeks to get up and running. It is important to note that we should be posting various content across our socials to offer something different on each and create value within what we post.

Estimated Completion Date: Done and ongoing.

Actions for Tactic #2- Starting our weekly themes will involve Facebook and Instagram content posting. For the Employee of the Week, the Marketing and Communications Coordinator will create a small survey for the employee to fill out and submit to me the Friday before that will be sent out on Wednesday morning to ensure the employee has enough time to complete it. Deciding on the employee to be featured can either be random or chosen purposely. The Marketing and Communications Coordinator will then take a picture of the employee or utilize the website staff directory picture. These will be posted every Monday at 4:00 PM to catch the audience at the correct time by either the Marketing and Communications Coordinator or the Technology and Test Center Specialist.

Our other theme “Educator Tip of the Week” will be posted every Wednesday at 11:00 AM. The Marketing and Communications Coordinator would like to source quotes from Jodi/Lori/ another member of the ROE staff that was a prior teacher or other educators. The Marketing and Communications Coordinator can also source these online or through another resource. They will be designed to be aesthetically pleasing and posted on both our Facebook and Instagram by Myself or the Technology and Test Center Specialist. This will cost us only employee time spent and will be running within two weeks.



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The third theme, “What we love about the ROE?” can be posted anytime or randomly regarding the open positions of that time. The Marketing and Communications Coordinator will reach out to employees and directors to source quotes and use a Canva template to place them. The Marketing and Communications Coordinator will then also add a picture of the employee if they allow it.

Estimated Completion Date: Done and ongoing

Actions for tactic #3- This tactic involves setting up Facebook advertising to promote events for both teachers and professionals as well as for our parents of prenatal to five segments. We can, later on, use it to promote job opportunities and other things we may want to promote. The Marketing and Communications Coordinator will begin by linking our Facebook page to Facebook Business Manager and getting our Facebook business suite set up correctly. The Marketing and Communications Coordinator will then set up our ad campaign which will feature our ads for teachers and professionals within individual ad sets. Each campaign can have two different ads running but we should still separate our two segments, so we should make a campaign for each.

The estimated budget for this tactic is \$50-100 dollars a month depending on what exactly we want to do, which is how long we want the ad running and how many people we want to reach with our ad. More money spent=more reach. These first runs will be trial runs that can be tweaked later on to improve performance but will still increase engagement and event turnout.



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Estimated Completion Date: Done and available for employees to utilize. I would like to set up ad accounts for different programs (CTE, Early Childhood, Professional Development) by 10/28/23.

Actions for tactic #4- This tactic is for creating a “benefits of working for the ROE ” one-pager. The Marketing and Communications Coordinator will be using prior one-pager templates to create this where all positives of working for the ROE are highlighted efficiently. The Marketing and Communications Coordinator can place this on the website within our job posting page. We can then begin working with our printing source to have some printed for in-person events. The cost is dependent on the number of cards printed, and the timeline can be as short as two weeks to a month.

Estimated Completion Date: 8/28/23

Actions for tactic #5- This tactic involves a website update and search engine optimization. The Marketing and Communications Coordinator will be editing the website to get it properly optimized for Google's algorithm. This includes proper verbiage, correct website links, and more. This tactic will probably prove to be more time-consuming to make sure everything is done correctly. The Marketing and Communications Coordinator will have the Technology and Test Center Specialist assist me with this project and we can review the website and create a detailed step-by-step plan outlining the changes needed to be made. This will also include analyzing our Google business account to see what else can be improved. The cost will be only time spent with the timeline being around one month.



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Estimated Completion Date: Main website edits done, now working with directors to update individual program pages. The estimated completion date is 1/28/24

Actions for tactic #6- A social media calendar must be created for consistency and proper posting. The Marketing and Communications Coordinator will use google calendar to plan out postings a month in advance. The Marketing and Communications Coordinator will link our social media posting survey there and it will work similarly to scheduling a meeting. Programs will be able to see what slots are open for postings. The Technology and Test Center Specialist and The Marketing and Communications Coordinator can both monitor this and it should cost nothing but our time. The Marketing and Communications Coordinator believes eventually adding a content scheduler such as Hootsuite will be beneficial but would like to roll this out first. It should take one to two weeks to get the calendar up and running.

Estimated Completion Date: 10/28/23

Actions for tactic #7- The tactic here will be to design and put forth the information from the annual report onto the ECRA group's strategic dashboard database. This will give community members a way to view the things we have to legally report in a palatable and fun way. The Marketing and Communications Coordinator will work with the Director of ROE Services to gather all the information needed. We will then edit the dashboard in an aesthetically pleasing way by conducting research and using the site's support resources. The way to make our website stand out is to provide as much information as possible. We should be utilizing infographics and other resources. This should be done at least at the basic level by December 20th, 2022. The cost to us is just time because the IASA has partnered with the ECRA group to provide these dashboards complimentary to all Illinois districts.



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Estimated Completion Date: Done, and future refinements will be made as necessary every six months.



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Control- How do we monitor performance?

Monitoring the performance of each of our tactics is a necessity to make sure we are hitting or exceeding our objectives. Every objective is made to be SMART: specific, measurable, achievable, realistic, and timely. Some objectives can be monitored with online tools, but others will require a look at past statistics of the ROE.

Facebook analytics will be utilized to monitor engagement, and this can be done through the main business page or the Facebook business manager.

Program enrollment can be monitored by reviewing the previous 90 days of enrollment statistics and comparing them to 90 days after the marketing plan has been put in place. Once the LinkedIn and Instagram pages are set up, we can attach measurable goals to them to track their performance, such as 500 followers on each in the first three months. This can be tracked by looking at the analytics of each site respectively. Job applicants can be tracked by comparing the previous 90 days of applications submitted and comparing them to 90 days after the plan has been put in place.

Event turnout is another objective that can be monitored by reviewing previous statistics already available within the ROE. By combining event turnout totals and comparing them from the last three months, we will be able to get a clearer picture of whether turnout has increased or not. Site visit increases or decreases can be monitored from the website and google analytics. Google Analytics will give us greater insight into everything revolving around the website and help us easily track site visits and more. The ECRA dashboard can be monitored from the ECRA



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database itself by us. We should be able to track site visits and unique visitors that will give us insight into its utilization success or failure.

Tracking these objectives will give us a better understanding of what may or may not be working regarding our marketing plan implementation. It will also allow us to tweak our tactics and give us the necessary information to plan for the future.

The Bigger Picture-

In this section, the Marketing and Communications Coordinator would like to bring forth some ideas that we could use once this plan has been put in place and completed successfully. These would be used to further the awareness and reach of ROE #33 as well as improve communication.

- *Office Video Tours featuring employees-* Once we get all the equipment necessary, it would be a great idea to provide office tours of Monmouth, Galesburg, and RAES to be posted on our website. This would give prospective employees and the community a way to look into all the work the ROE does. It would also showcase one of our biggest strengths, our employees, providing a moral booster.
- *ROE #33 Podcast-* Podcasts are a great way to provide information both internally and externally. It could be used to highlight upcoming events, what was going on in the ROE during that time, and even document the history of the ROE. The possibilities are very open and would make a great addition to the marketing of the ROE.



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- *Transitioning to Slack for internal communication-* “Slack is a new way for your entire company to communicate. It replaces email with something faster, better organized, and more secure. Instead of one-off email chains, all your communication is organized into channels that are easy to create, join and search. When there’s a channel for everything going on at your company, everyone knows exactly where to go to get work done.” Slack would be a game-changer for our organization. It is a quick and efficient way to communicate internally and has been used successfully by hundreds of companies. It is a way to streamline communication between programs, committees, and so much more. It can even be utilized to integrate google calendar so employees can still provide their schedules. It will be a phenomenal way for employees to stay on the same page and would not be too hard to implement into daily habits.
- *“We’re Hiring” universal infographic-* We should design a “we’re hiring” infographic that can be utilized by all programs to highlight open positions. It would keep a consistent appearance and increase the “shareability” of our openings to increase reach. This can be created through Canva to be posted on our socials. It would feature job descriptions, duties, benefits, and so on.

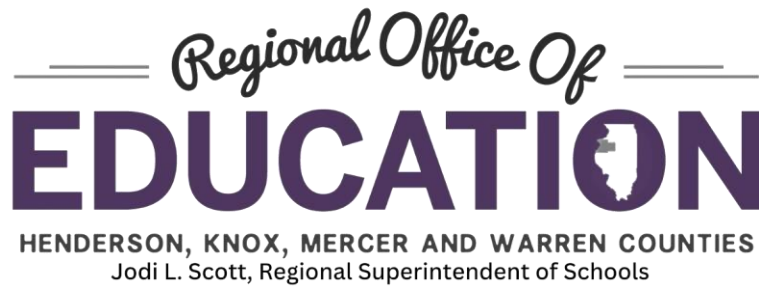
Conclusion

In conclusion, this Marketing and Communications Plan could be an effective and efficient plan to meet the mission and vision of the Regional Office of Education #33. We have reviewed our situation which gave us insight into what the ROE is doing well and what it needs to improve upon. A SWOT analysis was created in order to help us set our objectives that will improve the marketing strategy of the ROE. We then outlined these objectives and created an overview of



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what we wanted to accomplish. By stating our objectives, we have established goals that we can realistically achieve in a timely manner. We then created a strategy that outlines the vision and mission of the ROE to implement accordingly. Followed up by our tactics and action methods that detailed how exactly we will hit our objectives. Lastly, in the control stage, we put together a way to monitor all of our objectives through various sources both on and offline. The Marketing and Communications Coordinator also added a bigger picture section to give us a view into the future of what the marketing and communication of the ROE could potentially look like. By putting this SOSTAC marketing plan into action, we will be setting ourselves up for success.



ROE #33 Communications Plan

Communication is integral to a healthy organization for both external and internal relationships. Understanding how we are doing, how we can improve, and what we can continue doing is essential to creating an open and honest communication atmosphere.

The following statistics from the Climate and Culture survey help us to understand the communication efforts of the Regional Office of Education #33. These statistics focus on both negative and positive input from current ROE employees.

- 96% of respondents feel listened to by their supervisor.
- 10% of employees who took the survey feel the induction and mentoring process is clear and efficient.
- 83% of respondents feel they have a clear career and promotion path.
- 41% of respondents feel that ROE leadership is clear and transparent.

This document intends to create a plan that will help us improve our communication from leadership to employees and the communities and stakeholders we serve. This plan will align with the marketing and communications plan and the mission and vision of the Regional Office of Education #33.

Our communications pertain to Regional Office of Education announcements, events held and supported by the Regional Office of Education, and Messages from JodThe Marketing and Communications Coordinator Scott, Regional Superintendent of Schools.

The internal and external audiences that this plan intends to serve are as follows:

Internal:

- Directors
- Staff
- Volunteers



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The intention for internal communications with the implementation of this communication plan is to increase the understanding of the onboarding process, increase transparency from leadership to employee and generate a publicity-friendly culture for employees.

External:

- Stakeholders
- Educators
- Parents

The intention for external communication with the implementation of this communication plan is to increase awareness of ROE #33 programs and services, generate community support for ROE #33, and increase ROE #33 event turnout

Goals of the Regional Office of Education #33 Communications plan

The goals presented below will follow the goals in the FY24 marketing and communications plan and help us combat the lower responses in the Climate and Culture survey.

1. Establish an effective and efficient internal communication plan to improve leadership-to-employee communication.
2. Enhance public image and garner support for the Regional Office of Education #33.
3. Increase awareness of the programs and services the ROE offers.

Communication Goal #1

Establish an effective and efficient internal communication plan to improve leadership-to-employee communication.

- a. Continue with organization-wide email updates from Regional Superintendent Jodi Scott pertaining to vital information, including moving updates, organizational decisions, and more that are clear and consistent.



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- b. Allow opportunities for employees to have relaxed and informal conversations with leadership, such as through “Java with Jodi” and an after-work hours get-together “Mix and Mingle”.
 - i. Possibility for a “Lunch with Lori” or “Cafe time with Katie”
- c. Continue with Supervisor and department monthly meetings that mirror one another for organizational consistency and transparency.
- d. Utilize the internal newsletter to share upcoming program events, recent happenings, and our open positions to give ROE employees the opportunity to share with external agencies and potential employees.
- e. Begin a “Marketing Monday” featuring tips and tricks to help ROE program directors and supervisors with marketing efforts.
- f. Share out our employee of the week theme through organization-wide email to foster positive communication between employees and increase morale.
- g. Work with the mentoring and induction committee to ensure and foster the successful onboarding of new employees.

Communication Goal #2

Enhance public image and garner support for the Regional Office of Education #33.

- a. Utilize Instagram, Facebook, and LinkedIn to share events, workshops, and company culture.
- b. Begin to produce and send out an external newsletter featuring ROE #33 events, open positions, and professional development opportunities.
 - i. Open up to the public an opportunity to nominate a monthly educator or support staff to be featured on our social media and in the external newsletter.
- c. Maintain a consistent brand identity through the guidelines being put in place for social media posting, flyers, and external communications.
- d. Maintain and create strong relationships with community leaders and organizations outside of the Regional Office of Education #33.
- e. Partner with the chambers of commerce to promote events through their social media and websites.



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Communication Goal #3

Increase awareness of the programs and services the ROE offers.

- a. Begin to generate a podcast for external stakeholders that will detail various programs, events, and services of the Regional Office of Education #33.
- b. Continue to use Facebook to increase our reach and engagement within the communities we serve.
- c. Start creating weekly updates, upcoming events, and program highlights to be posted on Twitter.
- d. Continue to participate in community events and publicly communicate with the partners of those events to increase community engagement.
- e. Create publicity-friendly employees that understand everything the ROE does and is doing through staff education.



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Regional Office of Education #33 Communications Contact List

Community Sub-Group	Names	Contact information
Regional Superintendents	Jodi Scott, Regional Superintendent Lori Loving, Assistant Regional Superintendent	jscott@roe33.net lloving@roe33.net
ROE Program Directors	Kathryn Jennings, Director of ROE Services Margaret Segersten, Director of Adult Education Julie Lant, Director of Finance Amy Fullerton, Director of Early Childhood Preschool Stephanie Harrison, Director of Professional Learning Joseph Mcqueen, Director of RAES Alyssa Franqui, Director of School and Family Engagement Kathy Wight, Director of Career and Technical Education	kjennings@roe33.net msergersten@roe33.net jlant@roe33.net afullerton@roe33.net sharrison@roe33.net jmcqueen@roe33.net afranqui@roe33.net kwight@roe33.net
Area Superintendents	Abingdon-Avon #276, William Walters Knox-Warren Special Ed, Zachary Crowl Galesburg #205, John Asplund Mercer #404, Scott Petrie Monmouth-Roseville #238, Edward Fletcher R.O.W.V.A. #208, James Dunlap United #304, Jeff Whitsitt West Central #235, Stacey Day Williamsfield #210, Tim Farquer COSTA, Katie Frakes Immaculate Conception School, Tom Mack Galesburg Christian School, Rob Nutzhorn	wwalters@atown276.net zcrowl@wksed.org jasplund@galesburg205.org petries@mercerschools.org efletcher@mr238.org jdunlap@rowva.k12.il.us jeff.whitsitt@u304.org day-stacey@wc235.k12.il.us Tim.Farquer@billtown.org kfrakes@costacatholicacademy.org mmack@immaculate-conception.net rnutzhorn@galesburgchristian.org
Community Service Organizations	YMCA Early Learning Center Loving Bottoms Diaper Bank The Village Early Childhood Collaboration United Way of Knox County Bridgeway Lincoln Prairie Behavioral Health Center	(309)342-4351 (309) 297-4754 (309) 866-3104 (309) 343-4434 (309) 344-2323 (217) 585-1180
Local Partner Businesses	Meks on Main, Monmouth Reserve Artisan Ales, Galesburg Orange Cup Side Hustle, Galesburg	(309) 337-5624 (309)541-1010 (309) 297-4475



Regional Office Of
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HENDERSON, KNOX, MERCER AND WARREN COUNTIES
Jodi L. Scott, Regional Superintendent of Schools

	Kritsers Tin Cup, Monmouth Discovery Depot, Galesburg Monmouth Chamber of Commerce Galesburg Chamber of Commerce	(309) 536-2859 (309) 344-8876 (309) 734-3181 (309) 343-1194
Most Used Vendors	Amazon Office Specialist Kaplan CDWG Discount School Supply 4Imprint	1-888-280-4331 (309) 342-7711 1-800-KAP-TEST 800-808-4239 1-800-627-2829 (877) 446-7746
Media Contacts	WGIL Register Mail Prairie Radio Burlington Hawkeye Henderson County Quill Galesburg Radio The Burg and The Bulletin Abingdon Argus Quad City Times Town Square Media Aledo Times Record WRAM Monmouth WRMJ Community News Brief	news@wgil.com news@registermail.com radiomonmouth@gmail.com jgaines@thehawkeye.com quillnewspaper@frontier.com micheleb@galesburgradio.com adscott3434@gmail.com abingdonargus@gmail.com newsroom@qctimes.com jason.vidmar@townsquaremedia pdoyle@aledotimesrecord.com vanessa.wetterling@prairiecomm kia@wrmj.com communitybrief@gmail.com
Higher Education	Carl Sandburg College Monmouth College Western Illinois University Knox College	(309) 344-2518 (309) 457-2345 (309) 295-1414 (309) 341-7000
Area School Districts	Abingdon-Avon #276 Knox-Warren Special Education Galesburg #205 Knoxville #202 Mercer County #404 Monmouth-Roseville #238 R.O.W.V.A. #208 United #304 West Central #235 Williamsfield #210 COSTA Immaculate Conception School	(309) 462-2301 (309) 351-7224 (309) 973-2000 (309) 289-2324 (309) 582-2223 (309) 734-4712 (309) 483-3711 (309) 734-9413 (309) 627-2371 (309) 639-2216 (309) 344-3151 (309) 734-6037



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	Galesburg Christian School	(309) 343-8008
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Estimated Budget FY24

Media:	Estimated Budget:	Responsible person(s):	Timetable:
Electronic			
External Newsletter	\$100.80	Marketing and communications coordinator	Annual
Social media advertising	\$1000	Marketing and Communications Coordinator	Annual
LinkedIn Job Advertising	\$500	Marketing and Communications Coordinator	Annual
Staff E-mail	Free	Jodi Scott	Bi-Monthly
Internal Newsletter	Free	Executive Administrative assistant, marketing and communications coordinator	Monthly
Organic Social Media Posting	Free	Marketing and Communications Coordinator, Various Staff	Weekly
Website Updates	Free	Marketing and Communications Coordinator, Technology Specialist	Quarterly
ECRA Database	Free	Director of ROE Services, Marketing and Communications Coordinator, Supervisors	Annual
ROE #33 Podcast	\$204.00(Annual Subscription)+\$384.97(Start-up equipment)	Jodi Scott, Marketing and Communications Coordinator	Annual and Start-up



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Video Production			
Videos for ROE overall and more with Green Apple Graphics and Video	\$600	Marketing and communication coordinator, Video Production Company	Once
Face-To-Face			
Java with Jodi/ Lunch with Lori/Mix and Mingle	\$3600	Jodi Scott, Lori Loving, Marketing and Communications Coordinator, Executive Administrative Assistant	Annual
Supervisor Meetings	Free	Jodi Scott, Supervisors	Monthly
Department Meetings	Free	Supervisors, ROE staff	Monthly
Community Event Participation	\$2000	ROE staff, Marketing and Communications Coordinator	Annual
Chamber of Commerce dues	\$300	Marketing and Communications Coordinator	Annual
ROE Socializing Event	\$3000	Marketing and Communications Coordinator, Executive Administrative Assistant	Annual
Print			
Benefits of working for the ROE One-Pager	\$200	Marketing and Communications Coordinator	Annual
ESTIMATED TOTAL:	\$11,889.97		