

## The Communications Committee Playbook

### I. Strategic Communications

- A. Communications policy
- B. Communications training
- C. Culture of communication

### II. Brand

- A. Purpose: The subcommittee serves as the authority and guardian of The Main Street Academy's visual and verbal brand. This includes guidance and approval of branded collateral including t-shirts, logos, PPT/Word templates, email design, signage and more. The subcommittee's goal is to preserve and elevate TMSA's brand equity by helping all users adhere to our brand standards.

#### B. Key Responsibilities

1. Own the use, distribution and expression of all visual and editorial representation of The Main Street Academy including but not limited to:
  - a) TMSA master logo  
Exact colors and typography to be included in Brand & Style Guide [see #2 below].
  - b) Sub-brands:
    - (1) Athletics
    - (2) PTO
    - (3) Affinity/Volunteer groups
    - (4) The Governing Board
    - (5) Music
    - (6) Art/Yearbook
  - c) Tagline: Subcommittee will develop recommendations, along with school leadership, for a new tagline by 2/28/19. That draft will be reviewed by Communications Officer by 3/15/19. Subcommittee will deliver a final tagline recommendation to Communications Officer by 4/1/19. Communications Officer will forward the final approved tagline to the governing board for a vote of approval or denial at the April 2019 board meeting (held the last Tuesday of each month).
  - d) Slogan: Subcommittee will develop recommendations for a new slogan, along with school leadership, by 2/28/19. That draft will be reviewed by Communications Officer by 3/15/19. Subcommittee will deliver a final tagline recommendation to Communications Officer by 4/1/19. Communications Officer will forward the final approved tagline to the governing board

for a vote of approval or denial at the April 2019 board meeting (held the last Tuesday of each month).

e) Mission statement

Subcommittee will develop recommendations for a new mission statement, along with school leadership, by 2/28/19.

That draft will be reviewed by Communications Officer by 3/15/19. Subcommittee will deliver a final tagline recommendation to Communications Officer by 4/1/19.

Communications Officer will forward the final approved tagline to the governing board for a vote of approval or denial at the April 2019 board meeting (held the last Tuesday of each month).

2. Oversee the development of TMSA Brand & Style Guide

Subcommittee will develop recommendations on the Brand & Style Guide's content by 1/31/19. Those recommendations will be delivered to Communications Committee Consultant Ariana Santiago, who will begin to produce a draft of the Brand & Style Guide based on those recommendations. The subcommittee will work with school leadership prior to submission to Consultant. The Consultant will deliver an initial draft of the Guide by 3/15/19, creating the piece in PowerPoint or Word to ensure easy future editing by members of the Communications Committee. The subcommittee will review the Consultant's draft and deliver comments to her by 4/1/19. The Consultant will deliver a new draft by 4/15/19. The Subcommittee will deliver any final edits to the Consultant by 5/1/19. The Consultant will deliver the final version to the Subcommittee by 5/15/19. The Subcommittee will deliver the final piece to the Communications Officer, who will forward it to the Governing Board for their review. The Governing Board will vote to approve or reject the Brand & Style Guide at the May 2019 board meeting (held the last Tuesday of each month).

When approved, the Brand & Style Guide will be posted to the TMSA website by the designated TMSA Website Editor.

3. Develop process for the approval of brand assets:

Brand assets include TMSA's logo, colors, fonts, tagline, slogan, mission statement, mascot and website.

Subcommittee will develop recommendations for approval of brand assets by 1/31/19. That draft will be reviewed by Communications Officer by 2/15/19. Subcommittee will deliver a final recommendation to Communications Officer by 3/1/19. Communications Officer will forward the final approved tagline to the governing board for a vote of approval or denial at the March 2019 board meeting (held the last

Tuesday of each month).

When approved, the Process for Approval of Brand Assets will be posted to the TMSA website by the designated TMSA Website Editor.

4. Develop brand project request process:
  - a) All brand requests to be submitted two weeks prior to need. This includes use of logo for production, printed or email materials. All needs falling under brand standards will receive swift approval. Any needs outside of brand standards will require more time. Procedure as follows:
    - (1) Party submits request to Communications Officer and Brand Subcommittee. – This team has 48 hours to respond.
    - (2) Upon approval, committee submits request to Principal for final approval. Principal has 48 hours to respond.
5. Develop the value proposition and brand promise around key achievements by February 2019.
  - a) Academics
  - b) Finance
  - c) Innovation
  - d) Parent, Teacher and Community Engagement

#### C. Key Policies

1. Brand compliance:
  - a) All brand use will be vetted through the Communications Officer and the Brand Subcommittee, whether school or board driven. Anything tied to TMSA's brand must be approved by the principal and voted on by the current Governing Board when it applies to overarching brand such as name, logo, icon, slogan, value proposition, tagline. Smaller items such as CRM, sports, PTO & printed documents can be decided upon with principal and Communications Officer.
2. Uniform and Dress: the look and feel of our school is physically manifested by the uniform policy. This policy is an extension of the brand style guide.
  - a) Any changes must be presented in writing to the Communications Officer and the Brand Subcommittee. Any changes to uniform policy must be submitted in writing by the March Governing Board meeting (annually) to take affect by

the following school year.

D. Keystone Projects

1. Style Guide

- a) The Brand subcommittee will create a “TMSA Brand Standards Guideline” that will need to be adhered to by all involved parties. This style guide will contain logos, fonts, colors, usage, taglines, mission statement, and more that is the overarching playbook for all production and communication.

2. Integrated Communications Platform: Brand will work closely with all involved parties to ensure a strong brand presence through the integrated platform.

3. Rebranding: The Governing Board will review current brand in 2018/2019. The current at hand will involve a potential mascot change and creation of branding style guide. The Communications Committee will keep the integrity of the current name, logo, fonts, colors, but will provide assets that can be applied to all channels. This guide will also include “Our Story” which will have the history of the school.

4. Charter Renewal: Charter renewal is setting up for 2019. The key initiative for this endeavor is to have solid footing in TMSA’s overall brand and communications. It is critical for this to be tied down prior to charter submission.

**III. Public Relations**

- A. Purpose: Manage the perception, image and reputation of The Main Street Academy and oversee communications to all stakeholders. The stakeholders include but are not limited to:

1. Parents
2. Teachers
3. Fulton County Board
4. College Park, East Point and Hapeville
5. Department of Education
6. GCSA

B. Key responsibilities

1. Develop reputation and media strategy
  - a) Press kit
  - b) Charter renewal
  - c) Socialize value proposition
2. Oversee the development of the editorial/events calendar

C. Key Policies

1. Crisis communications
  2. Reputation management
  3. Calendaring
- D. Keystone Projects
1. List of community events to be involved (Once a quarter)
    - a) Fall
    - b) Winter
    - c) Spring
    - d) Summer
  2. School calendar for external affairs

#### **IV. Research**

- A. Purpose: The subcommittee will collect data to inform decisions that impact policy, finance and the experiences of student, parent and teacher.
- B. Key Responsibilities
  1. Liason with ASPC throughout the development of school policies
  2. Collection of qualitative and quantitative data for communications
- C. Key Policies
  1. Data privacy
- D. Keystone Projects
  1. Communications Listening Tour
  2. Teacher Experience Study

#### **V. Communications Technology**

- A. Evaluate communication channels
  - B. Develop process for approving new channel
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- A. Purpose: Advise and oversee the acquisition, implementation or retirement of communication channels
  - B. Key Responsibilities
    1. Develop technology requirements and specifications with Jeremiah Graham
    2. Continually assess the health of communication channels and technologies
    3. Execute communications technology training for parents
  - C. Key Policies
    1. Communications technology
    2. Privacy
    3. Social Media Policy
  - D. Keystone Projects
    1. Technology assessment
    2. Website Feedback
    3. Integrated Communications Parent Training and FAQ
    4. Technology Training Materials & Facebook PTO Live & Screencast

## **VI. Volunteerism**

- A. Purpose: Amplify and extend the reach of the Parent Liaison into the parent community
- B. Key Responsibilities
  - 1. Liaison with the school
  - 2. Align parent interests with the needs of the school
  - 3. Provide groups with communication documents
  - 4. Inventory volunteer groups
- C. Key Policies
  - 1. Volunteering Policy
  - 2. Enforcement of volunteering
- D. Keystone Projects
  - 1. Volunteerism-In-A-Box
    - a) Volunteer Webpage
    - b) One Pager
    - c) List of Dates
    - d) BaseCamp Template
    - e) Budget
    - f) Commitment Letters
  - 2. One-Pager
  - 3. Volunteer Center: shared space
  - 4. Parent Training: work Parent Liaison to train parents on volunteering expectations
  - 5. First Week and Open House Experience
  - 6. Resource and capabilities assessment of parents
  - 7. BaseCamp Digital Transfer
    - a) Best Practices
    - b) Governance
    - c) Guidelines
    - d) Roster
    - e) Directory