
TMSA Communications

Past. Present. Future.

Prepared by Flylight Creative for The Main Street Academy



May 2018

School Communication Best Practices Checklist

1. Strong Internal Communications
2. Communications Policy
3. Crisis Management Policy
4. Marketing Strategy + Media Placement
5. Compelling Brand + Messaging
6. Communications Calendar
7. Invested Staff in Communications
8. Defined External Communications Platforms
9. Clear Feedback Loop
- ☒ 10. Consistent, Frequent Two-way Communications



WHY WE STARTED



May 2018 | Communications Discovery Session

PARENTS

Parents want the most up-to-date information from the school administration and teachers. Parents are having a hard time exchanging the information they need with teachers and administrators because they do not always know where to look for that information or where to give information.

TEACHERS

Teachers need clarity on expectations, messaging, and less ambiguity from administrators and parents, because they feel nervous, unsupported, confused and under-appreciated by both stakeholder groups.

ADMINISTRATION

Administrators need to communicate clearly and effectively with parents and teachers, because they want to keep the TMSA community informed and satisfied with their TMSA experience.

TMSA NEEDS:

STRATEGY

+

INFRASTRUCTURE



COMMUNICATIONS INVENTORY

This list is not exhaustive of all TMSA channels & only represents channels collected during the discovery session.

EMAIL

CLASS DOJO

SHUTTERFLY

FACEBOOK (2)

PHONE

GOOGLE
CLASSROOM

WEBSITE

TWITTER

TEXT

REMIND

FLYERS

INSTAGRAM



WHERE WE ARE NOW



COMMUNICATIONS INVENTORY

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EMAIL

CLASS DOJO

~~SHUTTERFLY~~

FACEBOOK (2)

PHONE

GOOGLE
CLASSROOM

WEBSITE

~~TWITTER~~

TEXT

~~REMIN~~

~~FLYERS~~

~~INSTAGRAM~~

Streamlined Communications

Edlio/Website:

- Email/Newsletters
- Phone
- Text
- News Announcements

Direct Parent-Teacher Communication

- Class Dojo
- Google Classroom

Parent Community

- Facebook



52%

In 2017-2018, TMSA's aggregated click rate on emails from the school was **27%**.

Currently, 2018-2019, the aggregated school-wide email click rate has increased **25 percentage points**.



37,855

Unique users since launch on November 8, 2018,
on TMSA's new website.



Flylight Creative Projects

Edlio Integrated Communication Software Roll-out	Complete - 100%	Infrastructure
Listening Tour Phase II & III - Will complete in May 2019	Phase II - Not Complete Phase III - In progress - 50%	Strategy & Feedback
Communications Strategy, Plan & Design - Social media management paused to redirect traffic to website	On Track - In progress - 80%	Strategy & Infrastructure
Rebranding - Launched February 2019 - Will complete June 2019	On Track - In progress - 20%	Strategy & Infrastructure



What's on the horizon?

For TMSA + FLC



- Complete Rebrand Process including brand assets, digital media, and Styleguide.
 - Phase III - Community Survey (Evaluative Feedback)
 - Sangha launch for 2019-2020 enrolled parents
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February 2019

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- 7. Invested Staff in Brand + Communications
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- ✓ 9. Clear Content Collection Channel
- ✓ 10. Consistent, Frequent Two-way Communications



WHERE WE'RE GOING



December 2019

School Communication Best Practices Checklist

- ✓ 1. Communications Policy
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A Thriving Communications Culture

By Fall 2019

- **Train Staff & Governing Board** on new brand messaging + Styleguide
- **Onboard parents into TMSA** through easy to navigate Edlio tools, branded onboarding packet, and a robust website
- **Strategy for public relations** - community and partners (partner with resource development)
- **Plan, prepare and commit to communications calendar**
- **New brand identity visible** throughout the school (signage, taglines, etc.)

By End of Spring 2020

- **Consistent, engaging and concise internal and external communications.**
- **School-wide buy-in** to communicating effectively via tools provided. (Website, newsletters, etc.)
- **Increased partnerships + donors.**
- **Fully-trained and mobilized communications staff** to manage, operate and continue implementation of strategy and infrastructure.
- **New brand identity (logo and messaging) fully adopted** by staff, students and parents.



Questions?

