WILSON SCHOOL DISTRICT
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www.WilsonSD.org

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Wilson's Mission:
In partnership with parents and the community, the Wilson School District encourages educational excellence today for tomorrow's leaders by accentuating rigor, building relationships and creating relevance.

Wilson School District Communication Plan

August 2010

As we move into a new school year, effective, accurate and accessible internal and external communication is a main goal for my office. We have many vehicles in place to aid in clearly communicating with our students, parents and community, including:

1. District Website
2. Daily updates on the "Wilson Bulldogs" Facebook page
3. Weekly Bulldog Blitz email for staff, parents, alumni and community members
4. Monthly Town Hall Superintendent forums
5. Quarterly Wilson's Pride issues
6. Annual Printed District Calendar

In an effort to streamline the collection of information for these and other public relations and recognition efforts, I have created a single web page where you can go to submit items that you would like to share. Please visit www.wilsonsd.org/PRshare to reach the links to submit information for any of the following:

1. Submit a post for the "Wilson Bulldogs" facebook page
2. Submit an item for the weekly Bulldog Blitz district email
3. Submit an event for the On-going District Calendar
4. Submit an item for the Quarterly Wilson's Pride
5. Submit a Fundraising Activity Request form
6. Submit information for a local media Press Release
7. Submit an event for the 2011-2012 District Calendar
8. Submit a flyer to be posted on the WSD Flyers page **

Moving forward, the PR Share page will be the only way these items are accepted so that they are consistently collected in an organized and reliable format. I think you will find the page very easy to use and it will walk you through entering the details that I need from you in order to create comprehensive and effective publications and communication tools.

** Paper flyers will no longer be sent home with students, but rather scanned and posted on the website at www.wilsonsd.org/flyers. Parents can access this site at anytime and any new flyers will be announced in each weekly Blitz, along with the link to get to the flyers.

If you have any questions or comments about this effort, please feel free to let me know. I want to make these processes simple and quick for all of us, while maintaining a quality level of communication that is both expected and encouraged in a district as outstanding as ours.

Thank you!

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