

CASE STUDY: PUBLIC RELATIONS IS FOR ALL DISTRICTS (SMALL DISTRICTS, TOO).



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A small district with BIG aspirations uses public relations to showcase their great district.

The situation

A small school district with BIG opportunities, great staff, and a supportive community wanted a public relations plan to help them tell their story. The Winneconne Community School District leadership team understands that public relations is key to building community support.

The solution

Flashback five years ago. They needed it all: A new web site, new visual presentation, new materials, and new strategy to tell their story in an information age. The Board of Education felt that the district's residents were burnt out on referendums. It was a new day when a veteran staff member became superintendent. She understood the value of effective, ongoing communication and public relations and wanted to tell the story of their small but mighty district. She wanted new ways to build community relationships, fund programs, and gather support for the district.

In collaboration with the district, the solutions DD contributed include:

New branded materials;

Materials that showcased the district's successes, including a district brochure, a district newsletter; help with web site content; writing for various purposes;

Referendum communication support;

Graphic design support for "Journey to Excellence" campaign;

An alumni newsletter; special topic brochures, information, MORE!



OVER

Outcomes

- Two successful referendums in five years.
- Contributions have funded a concession stand, track, and a school forest.
- A communication strategy that includes electronic and print newsletters, and assistance with special events, such as launching 4K and developing materials for district campaigns.
- A leadership team has a growing acceptance of the key role of effective communication.
- Strong school connection to staff, families, local community and local businesses.

COMMUNICATION. Building bridges.

About Dorreen Dembski Communication Services, LLC:

Whether you have identified an area of communication concern or simply want to improve your organization's current communication efforts, we consult with you to identify priorities and recommend ways to move forward. Rooted in expertise, I will provide a deep level of commitment to understand your organization's goals and needs. Then, like an extra set of hands, or a guide on the side, I can work with you to deliver the right amount of service, communication products, processes, training, and information you need to move your organization to a new level of communication effectiveness, according to your budget. Please contact me if I can help you with your next communication project!

- Dorreen Dembski, owner