Strategic Communications and Community Engagement Plan

2025–26 to 2030–31 · 2026 Update

Board of Trustees Meeting · November 4, 2026

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One Goal, One Team
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The Role of K-12 Communications

> *"Educational public relations programs assist in **interpreting public attitudes**, identify and help shape policies and procedures in the public interest, and carry on **involvement and information activities** which **earn public understanding and support**."*
>
> *— National School Public Relations Association (NSPRA)*

What a Communications Plan Does

A strategic communications plan is designed to change three things:

Awareness

What people know

Attitudes

What people think and feel

Behavior

What people do

Every objective in this plan measures one of these three.

The RPIE Framework

Research
Learn what our audiences know, think, and need

Planning
Set goals, measurable objectives, strategies, and tactics based on the research

Implementation
Carry out the plan: communicate and engage

Evaluation
Measure results against the objectives and feed them into the next cycle

Why RPIE? It is the standard planning framework in professional public relations. It makes sure our work starts with what our community tells us and is judged by results, not activity.

Communications Infrastructure Grounded in Board Policy

Policy	Title	What it governs
BP 1100	Communication with the Public	The district's overall approach to informing and engaging the public
BP 1112	Media Relations	Spokespersons and media inquiries
BP 1113	District and School Websites	Website content, organization, and accessibility
BP 1114	District-Sponsored Social Media	Official accounts, posting standards, and comment moderation
BP 1325	Advertising and Promotion	Distribution of materials from outside organizations

BP 1100 calls for this plan. The other policies guide the communications infrastructure it works within.

Our Three Audiences

All Families

Every RCSD family, in English and Spanish

Goals 1 and 4

Monolingual Spanish-Speaking Families

Families who rely on Spanish to get information and participate

Goal 2

All Staff

Teachers, classified staff, and administrators

Goals 1 and 3

What We Heard from Trustees

In summer 2024, district staff met with Trustees. Two themes came up across those conversations:

1. **Proactively engage the community.**

2. **Tell the story of district strategic work:** the LCAP, Measure S, and district finances and budget.

We began acting on these themes right away. Every goal in this plan answers them.

Who We've Heard From Since 2024

Trustees

(summer 2024)

344

Spanish-speaking families (May 2025)

471

Families, all 12 schools (Nov 2025)

175

Staff (Nov 2025)

24% of family survey participants responded in Spanish.

The RPIE Framework: Where We Are

Research
Began 2024: Trustee conversations, then 2025 surveys of families and staff

Planning
This update: **4** goals, **15** objectives, **15** strategies, **73** tactics

Implementation: we are here
Underway since 2024; continues through 2030–31

Evaluation
Fall surveys, then spring Board reports: 2026, 2028, 2030

This plan builds on RCSD's previous communications cycles. Each evaluation feeds the next round of research.

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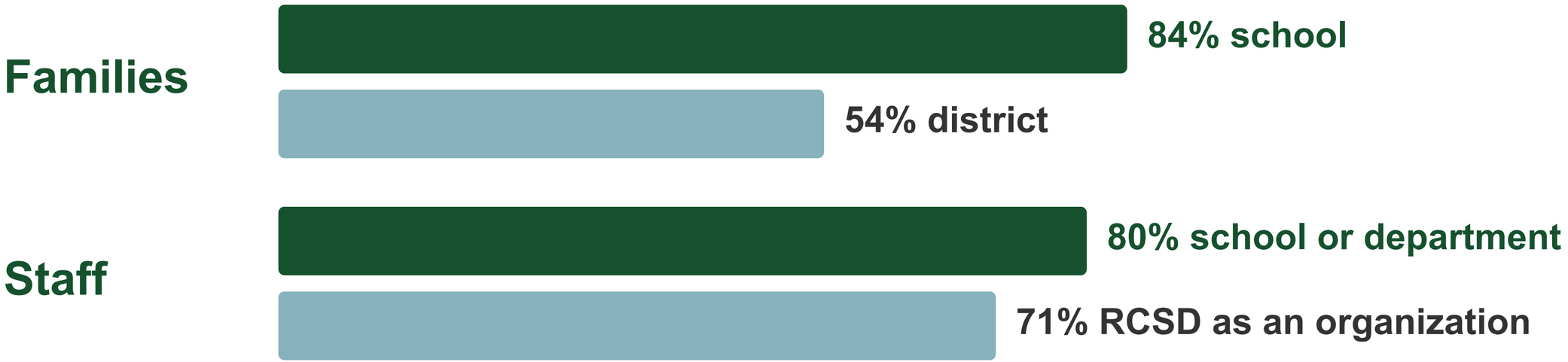
Where We Stand

Part 1 · What families and staff told us in 2025

Families and staff rate school communication higher than district communication



Percent satisfied with communication · 2025 Communications Survey (November 2025; 471 families, 175 staff)

Families still know little about our strategic work

Families who know “some” or “a lot” about… (November 2025)

> ***This is the story we heard.***

What They Told Us

All Families

- Too many channels; information is hard to find
- Want short, clear “must-know” updates
- **53%** wait for the Superintendent’s Update to learn Board decisions

Monolingual Spanish-Speaking Families

- Education can be hard to understand
- Prefer meetings at 8:30 a.m. after drop-off, at their school
- Want to be heard and see their input used

All Staff

- Too many scattered emails; no single place to look
- Want decisions explained, with earlier notice
- **37%** learn about Board decisions by word of mouth

Transparency rated good or excellent: 44% of families · 36% of staff

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The Next Phase

Part 2 · Goals, targets, and timeline through 2030–31

Four Goals and 2030 Targets

Goal 1

Families and staff can easily find, understand, and act on district information.

Family satisfaction with district communication
54% → 70%

Goal 2

Spanish-speaking families fully understand district information and participate in district decisions at the same level as English-speaking families.

Difficulty understanding education information
13% → under 5%

Goal 3

Staff know what is happening across the district, why decisions are made, and where to find what they need.

Staff satisfaction with communication about RCSD
71% → 85%

Goal 4

Families and community members understand district decisions, know how to participate in governance, and see how community input is used.

Families rating transparency good or excellent
44% → 60%

Building on What We Heard in 2024

Proactively engage the community:

- **A community engagement plan for every major district project** *(**Goal 4** · continuing)*
- **Community input, such as surveys,** in major district work, with a Board study session *(**Goal 4** · new)*
- **Spanish-language sessions** at 8:30 a.m. at Bayside school sites *(**Goal 2** · continuing)*
- ***Conectados*:** Spanish-language newsletter with engagement opportunities *(**Goal 2** · new)*
- **Governance in Action** as soon as the Board decides *(**Goal 4** · new)*
- **Engage With RCSD:** calls to join committees, take surveys, and act *(**Goal 4** · new)*
- **Board participation page** linked from the homepage *(**Goal 4** · new)*
- **"What We Heard"** summaries within 30 days *(**Goals 2, 4** · new)*
- **"Contact Us" website section:** who to contact for each department and topic *(**Goal 1** · new)*

Tell the story of our strategic work:

- **Update Series:** the monthly Superintendent's Update, From Plan to Progress, Modernization in Motion, and more *(**Goal 1** · new)*
- **Information and Story Hubs** on the district website *(**Goal 1** · continuing)*
- **"Our Year Together" Community Report** every summer, English and Spanish editions *(**Goals 1, 4** · new)*
- **"Our Year Together"** Board presentation each June *(**Goals 1, 4** · new)*
- **Visuals and short videos** in English and Spanish on the LCAP, Measure S, and the budget *(**Goal 1** · new)*
- **Social media:** campaigns aligned to district strategic work *(**Goal 1** · new)*
- **TeamRCSD Connect** on a fixed biweekly day *(**Goal 3** · new)*
- **TeamRCSD Hub** with employee-specific information *(**Goal 3** · new)*

One integrated app for families *(Goal 1)*: SchoolMessenger, SafeArrival, newsfeed, and teacher messaging in the parent portal

Timeline: Where We've Been and Where We're Going

Year	Focus	Highlights
2024–25	Research and first changes	Trustee conversations; first changes
Yr 1 · 2025–26	Launch and baseline	Update Series; Nov 2025 baseline survey
Yr 2 · 2026–27 (now)	Expansion	Spring 2026 Board report (postponed to this fall); parent portal planning
Yr 3 · 2027–28	Build, refine, and measure	Fall 2027 survey; parent portal launch; Board report spring 2028
Yr 4 · 2028–29	Adjust and strengthen	Adjust based on fall 2027 results
Yr 5 · 2029–30	Final measurement	Fall 2029 survey; Board report spring 2030
Yr 6 · 2030–31	Close the gaps and renewal	Next plan begins with the Trustees

How We'll Report Back to You

Every two years, in **spring 2026, 2028, and 2030**, after each fall survey, you'll receive:

- **Survey results** for all objectives, against their baselines and targets
- **Results by audience:** all families, monolingual Spanish-speaking families, and staff
- **A progress report** on the plan's tactics: what we did, what changed, what's next

Tonight is the spring 2026 report, postponed to this fall.

Website Improvements

Goal 1 · Objective 1.3

46% of families rate the district website valuable or very valuable. Our goal: **60% by 2030**.

A federal ADA rule requires our websites to meet **WCAG 2.1 AA** by **April 26, 2027**.

What we're improving

- Accessibility review and fixes on district and school sites (2026–27)
- Content built in the website, not uploaded as PDFs, so every family can read it
- Alt text on images and captions on videos
- Information and Story Hubs for major district work
- Board participation page linked from the homepage
- TeamRCSD Hub for staff
- New "Contact Us" section: who to contact for each department and topic
- Other improvement features

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Academic Success

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Our mission

RCSD creates a safe and supportive, inspirational and rigorous, joyful and inclusive environment for all learners.

Our values

- Innovation
- Student Voice
- Equity
- Engagement
- Partnerships

Supporting our mission and values:

We keep families and staff informed, listen to them, and bring their voices into district decisions.

Clear communication builds trust.
Accessible communication advances equity.
Consistent communication strengthens partnership.
Meaningful engagement strengthens community.

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