

TELLING YOUR STORY

IAN HANIGAN | CHIEF COMMUNICATIONS OFFICER | ORANGE COUNTY DEPARTMENT OF EDUCATION





OCDE Newsroom

EDUCATION NEWS FROM ORANGE COUNTY AND BEYOND

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In the news: Robot-assisted surgery, OC Pathways Showcase, flag football and more

© December 2, 2016



Football game featuring OCDE students and CSUF police is a touchdown – with a point after

© December 2, 2016



OC Pathways Showcase takes students, educators and industry leaders on the 'ultimate career road trip'

© November 30, 2016



El Toro High canned food drive brings in more than 100,000 donations

© November 29, 2016



Marina High club delivers chemo care packages in time for Thanksgiving

© November 23, 2016

WHY COMMUNICATE

- Promote transparency as a public agency
- Build internal and external support
- Dispel myths and rumors
- Maintain public confidence
- Establish relationships

WHAT TO SHARE

- Highlight successes and challenges
- Share trends and data
- Assist site leaders with communication
- Promote opportunities for collaboration

HOW TO REACH STAKEHOLDERS

- Work with local news media
- Empower staff as ambassadors
- Build your own communications infrastructure

Content should be accessible, relevant, compelling, credible.

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Ten teams from Tustin and Orange districts to compete in upcoming robotics world championship

© March 28, 2017



Irvine's Woodbridge High School takes ninth place at the California Academic Decathlon

© March 27, 2017



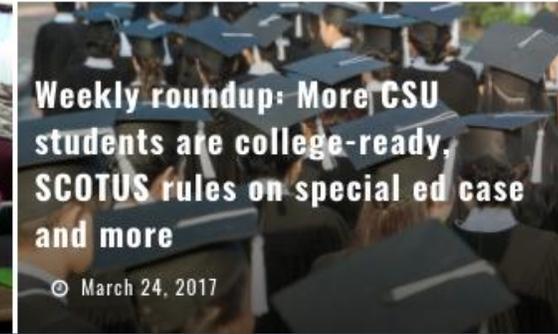
#kindnessbillion: PAL program at Roosevelt Elementary writes kind notes for all 582 students

© March 27, 2017



Fullerton School District earns national award for innovative use of technology

© March 25, 2017



Weekly roundup: More CSU students are college-ready, SCOTUS rules on special ed case and more

© March 24, 2017

California Department of Education approves planned site of IUSD's fifth high school

Monday, April 28, 2014



IUSD has reached a major milestone in its efforts to build a fifth comprehensive high school in time for the start of the 2016-17 school year.

In a letter dated April 15, the California Department of Education formally approved the 40.3-acre site slated for the new campus near the northeast border of the Great Park. The notice arrived just 11 days after the state Department of Toxic Substances Control similarly affirmed that the site meets the rigorous standards for school

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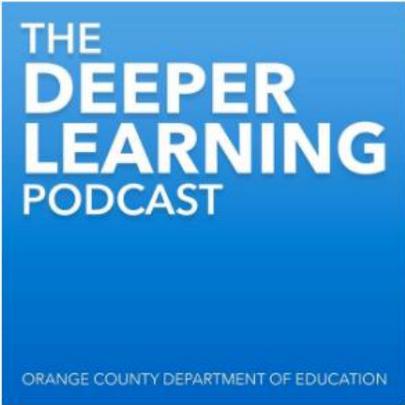
CHANNELS OF COMMUNICATION

- Websites
- Intranet
- Email blasts
- Internal/external newsletters
- Agency/department meetings
- Social media
- Blogs
- Board highlights
- Monthly newspaper column/op-ed
- News advisories/news releases
- Letters to the editor
- Third-party outlets
- Annual reports
- The local press

SOCIAL MEDIA



INSTAGRAM



SUSTAINABLE COMMUNICATIONS

Considering a newsletter, blog, social media account or video series?

- ✓ Who is the audience?
- ✓ What do we want to achieve?
- ✓ Do we have the capacity?
- ✓ Can this be sustained?

Confusing or inconsistent communications can damage your organization's reputation.

THANK YOU!

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