



ARIZONA SCHOOL FACILITIES BOARD COMMUNICATIONS PLAN

MISSION STATEMENT

To increase engagement with Arizona School Districts by sharing facility funding information, expertise, and best practices that grows the SFB's brand of partnership and advocacy.

OBJECTIVE

To tell our stories about the engaging learning environments we are helping to create in Arizona.

AUDIENCES (RANK ORDER)

School Districts, Teachers, Staff, Students, Parents, Governor's Office, Vendors, Associations, and the public.

GOALS

- Demonstrate our ability to keep Districts informed of all SFB initiatives and policies including safety issues, best practices, projects, updates, new technology, new legislation, and events.
- Consistently message to Districts that the SFB is their partner and advocate in securing grant approvals.
- Ensure Districts know that SFB is a resource to provide answers for all their facilities-funding questions.
- Increase engagement on social media through more views, 'likes', shares, and retweets.
- Grow number of YouTube subscribers.
- Increase community participation at Board meetings and other public meetings.
- Build a strong partnership with the communications team in the Governor's Office.

TACTICS

- Communicate daily on social media regarding meetings & events, and regularly on the availability of funding.
- Message weekly with Districts through iContact with updates, events, and important information.
- Communicate results from monthly Board meetings (funding amount, # of districts, # of projects)
- Update website homepage pictures and layout and create MEDIA tab with new content.
- Use YouTube for flyover videos, tutorials that assist in grant funding requests, conferences, and podcasts.
- Use weekly communications meeting to update and/or adjust Communications Plan.
- Conduct Liaison field presentations to help facilitate District grant application submissions.
- Issue press releases, coordinated through 9th floor, for big events like ribbon-cuttings at new schools.
- Use social media to encourage public comment at monthly Board meetings.

KEY MESSAGE

"We are a partner, advocate, and resource for best practices and expertise. We strive to earn the Districts' business by providing a **'Value Proposition'** from which they derive benefit."

WHAT IS SFB VALUE PROPOSITION?

We pledge to establish and publish compelling strategic initiatives, shorten response times for release of capital, aggregate and share best-practices to ensure better outcomes, expand online grant application training, and continue to develop online tools that make grant requests easier and faster to submit.