



Belton Educational Enrichment Foundation

Strategic Communications Plan

Mission

**Enhance the quality of education by engaging the community
to provide grants and scholarships for the students of Belton ISD**

Executive Summary

The Belton Educational Enrichment Foundation will serve our customers and stakeholders – employees, parents, students, community, and alumni – by listening, communicating and delivering the key messages of the Foundation in a timely, accurate, and consistent manner. Outcomes will include broader understanding of the Foundation resulting in increased community support. Strategies are organized under five major plan goals:

1. Utilize the Foundation Board as “Communication Ambassadors”
2. Market the Foundation to Belton ISD staff
3. Expand support through business contacts
4. Maintain contact with BISD alumni
5. Promote BEEF scholarships with parents and students

Strategies, Evaluation method, and Timeline accompany each major goal. The Strategic Communications Plan is a vital document subjected to consistent and ongoing review.

Introduction

The Foundation will focus its resources on communicating the Foundation’s message through a variety of means to a diverse audience. It is our goal that this focus, along with a commitment to be part of an efficient, high-performing, customer-oriented organization, will support a culture of proactive quality service. Communication efforts will balance the traditions of Belton ISD with the need for innovation as we move forward to meet the communication needs of our public.

Evaluation

Strategies outlined in the Plan will be used as a basis for accountability, as well as providing a framework for resource and budgetary considerations in the future, making necessary changes as needed. Feedback will be also determined from Belton ISD staff as a result of the employee campaign, alumni, and community through utilization of the BEEF web site, social media, and in response to the Big Red Tales newsletter.

Strategic Communication Plan Goals to Improve Communications with All Stakeholders are:

1. Utilize the BEEF Board as “communication ambassadors”
2. Market the Foundation to Belton ISD staff
3. Expand business contact support
4. Maintain support of BISD alumni
5. Promote BEEF with parents and students

Goal 1:

Utilize the BEEF Board as “communication ambassadors”

Objective:

Increase BEEF Board participation in communicating to “tell the BEEF story.”

Strategies	Evaluation	Dates
1. Provide appropriate training for new BEEF Board members	Training sessions held	January Annual Mtg.
2. Utilize Marketing/Events Committee in preparing concise talking points (“Elevator Speech”)	Board presentations to donors/ community/parent groups	Ongoing
3. Utilize BEEF Board members in contacting businesses, parents, and alumni and also in writing thank you notes	Contacts made for fundraising, open house events, and alumni events, and recruiting for the BEEF Board	Ongoing
4. Include Board members in outside training opportunities, i.e. Board2Board offered by Foundation Innovation	Attendance at training	As available

Goal 2

Market the Foundation to BISD staff

Objectives:

1. Provide information to District employees on the purpose and function of BEEF
2. Increased participation in the BEEF Employee Campaign
3. Recognize employees as appropriate

Strategies:

Evaluation

Dates

- | | | |
|---|--|------------|
| 1. Provide BEEF update presentations for campuses/ departments to share BEEF's mission and information on special projects and teacher grants | Information sessions held | Aug./Sept. |
| 2. Work with Campus/Department personnel to coordinate Annual Employee Campaign | Campaign held | Sept. |
| 3. Provide incentives and recognition as appropriate for both the Employee Campaign and BEEF Patrol | District-wide emails, Social Media, Web site, Photos and Video | Sept.-Dec. |
| 4. Increase base of social media followers through active recruitment | Increased number of followers | Ongoing |

Goal 3

Expand business contact support

Objective:

Maximize business contacts for broad base of BEEF support

Strategies:	Evaluation	Dates
1. Update and maintain business contact list	List maintained	Ongoing
2. Acknowledge business support as appropriate	Signage, web site, Social Media	Ongoing
3. Send donation "thank you" receipt and end-of-year donations receipts	Receipts sent	Ongoing
4. Provide recognition in Big Red Tales newsletter	Emailed and online newsletter	December
5. Make follow-up calls and send letters as appropriate	Donor Contact Log	Ongoing
6. Utilize students from Teacher Grant classrooms to write thank you notes to donors as appropriate	Notes written	Ongoing
7. Send thank you from scholarship recipient	Scholarship notes sent	Summer
8. Increase contact with donors specifically to build support for CTE student scholarships	Scholarships identified	Ongoing

Goal 4

Maximize support of BISD alumni

Objective:	Evaluation	Dates
Expand support of BISD alumni		
Strategies:		
1. Maintain and expand list of BISD alumni contacts	Contact list	Ongoing
2. Present to alumni groups/reunions when possible; Post reunion events on BISD web site under Community tab	Record of events	Ongoing

- | | | |
|---|-----------------------------|----------------------|
| 3. Expand email list for Big Red Tales newsletter | Email list maintained | Ongoing |
| 4. Plan toward Tri-Annual Reunion | Work with Ex-Students Group | Occurs every 3 years |

Goal 5

Promote BEEF with community, parents and students

Objectives

Communicate with community, parents and students to promote BEEF

Strategies:

1. Provide a visual (i.e. plaque) at each campus to recognize Campus support and acknowledge grant recipients
2. Maintain contact with parents and seniors through the information sessions set with counselor at the high school counseling office.
3. Utilize Board members to present information at secondary campus Open House events.
4. Provide BEEF Fact Sheet in elementary student "first day of school" packets sent home to parents
5. Maintain contact with scholarship winners
6. Provide information to area news media in a timely manner.

Evaluations

Visuals purchased and in place

Presentations at events

Presentations at events

Fact Sheets provided

Congratulation letters and interaction at Awards Event

News stories

Dates

In a timely manner

Jan./Feb.

September

August

May/June

Ongoing