Shout our Story from the Roof

Presentation at Gardner Webb University
By Jacquelyn “Faith” Jackson
Monday July 25, 2016 at 1:00pm to 2:15pm
Thank you so much for attending, my expectation is for you to leave with easy to implement resources to assist you in Shouting your Story from the Roof.

~Faith Jackson~
What do You Think When You See…?

1. Nike
2. Burger King
3. Bojangles’ Famous Chicken ‘n Biscuits
4. Google
What do You Think When You See…?

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What is the Purpose of the Public Relation / Communication Plan

Provide a district-wide consistency in information that is communicated (Clinton City Schools One-Voice)

Establish benefits, objectives, mission, goals, desired outcomes, and beliefs for the Community Liaison’s Department

Identify and define Clinton City Schools Stakeholders

Furnish the Plan of Action

Equip Clinton City Schools with best-practices to accomplish the plan

Supply the Clinton City Schools Personnel with internal strategies/procedures through the Appendixes
WHY IS our Story from the ROOF IMPORTANT?
### Prior Achievement Subgroups:

<table>
<thead>
<tr>
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<th>Reference Line</th>
<th>1 (Lowest)</th>
<th>2</th>
<th>3 (Middle)</th>
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<td>35</td>
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<td><strong>% of Students</strong></td>
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Reach for the STARS
What IS our Story from the ROOF Going to Look Like Here?
How do we SHOUT our Story from the ROOF?
1. FOCUS on YOUR SCHOOL(S)
2. MARKET YOUR SCHOOL(S)
3. INSPIRE THE WORD TO SPREAD
THANK YOU for YOUR Time!

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910-592-3132

Google Folder’ Materials Link:
https://drive.google.com/folderview?id=0B1ZniaSqjQQfNkZBa1g2TTEyeXM&usp=sharing