

2018-2019
COMMUNICATIONS
PLAN



Baldwin-Whitehall School District 2018-19 Communications Program

The purpose of the Baldwin-Whitehall School District Communications Program is to present a robust framework for communicating important information and fostering a sense of pride of accomplishment with our District community.

The plan primarily addresses two types of school district audiences: internal (students, teachers, staff, administration, parents and School Board) and external (District alumni, businesses, civic groups, legislators and community households).

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SECTION 1 ABOUT THE DISTRICT

The Baldwin-Whitehall School District is situated in Allegheny County and educates nearly 4,300 students from the Boroughs of Baldwin and Whitehall and Baldwin Township who attend classes in five buildings, including one high school, one middle school, and three elementary schools.

The School District covers approximately 10-square miles and is located less than 10 miles from the heart of Pittsburgh. The high school renovation project completed in 2009, was recognized nationally as an award-winning design by American School & University. The campus showcases state-of-the-art athletic fields and courts, a modern performing arts center, and a robust array of amenities for students, staff, and community members.

The District's Distinguished Highlander Alumni Hall of Fame includes current and former civic leaders and activists at both local levels and among the highest level of U.S. government, career educators, a biomedical engineer, a geologist, pioneer in pediatric nursing, chief executive officers, a college president and a U.S. Navy SEAL.

Without question, our legacy exists in the countless thousands of graduates Baldwin High School who form a vibrant world-wide network of individuals who have achieved significant academic and professional success and rendered exceptional service to our communities.

SECTION 2 MISSION, VISION AND BELIEF STATEMENT

Mission Statement

The Baldwin-Whitehall School District is committed to the promotion of excellence through a system of traditional values, a quality educational program, and a world of opportunities.

Vision Statement

The Baldwin-Whitehall School District, in partnership with the parents and community, strives to provide all students with a rigorous, high-quality, standards based academic program aligned to the diverse needs of all learners delivered in a safe and caring environment. The stakeholders of the Baldwin-Whitehall educational community envision a school district in which:

All students acquire skills to become lifelong learners in a diverse, ever-changing world
Every child is viewed as our greatest resource and thus our most valuable investment
All members of the educational community are dedicated to continuous improvement
All members of the school community are technologically proficient

Belief Statement

We believe:

that every student has a right to learn and experience appropriately challenging and relevant learning opportunities.

that school schedules are designed for students and to meet their educational and developmental needs.

that students and staff respect the dignity and self-worth of others.

that students must develop the skills necessary to function in a global society.

that high expectations be maintained in all areas of the school district and programs, including co-curricular and extra-curricular activities and programs.

that students be challenged to achieve to their potential.

that instruction should be designed to accommodate individual learning styles and diverse student needs.

that academic excellence should be promoted in all phases of the instructional program.

that students and staff must use and apply technology on a regular basis.
that education is the shared responsibility of the student, the staff, parents and the community.
that learning should occur in a caring, supportive, clean, and safe environment.
that the community should be an active participant in the education of students.
that the schools are a community resource.

SECTION 3 COMMUNICATION PROGRAM GOALS

The goals of the Baldwin-Whitehall School District Communications Program are to provide:

High-quality internal and external communication systems with open, two-way engagement;

A distinctive, accurate, current flow of information from The Office of the Superintendent to serve as the official voice of the District;

Transparent information regarding issues of importance to the District community;

Promotion of student, teacher, alumni and various other achievements representing each of the District's five schools and greater community, establishing a strong sense of affinity, awareness and Fighting Highlander pride;

A strong sense of awareness of District advantages for future families within our residential communities.

SECTION 4 DEFINING OUR AUDIENCES

The plan primarily addresses two types of District audiences: internal (students, teachers, staff, administration, parents and School Board) and external (District alumni, businesses, civic groups, legislators and community households). We define our audiences to include but are not limited to the following:

INTERNAL

District Administration
Employees
Students
Parents of current students
School Board of Directors

EXTERNAL

Students
District households
District alumni
Elected officials
Partners in education
State Department of Education officials
Community leaders
Local businesses
Future and prospective homebuyers
Organizations within the District
Local, national and education media

SECTION 5 DISTRICT COMMUNICATION DISTRIBUTION CHANNELS

Primary Distribution Channel: District Website

The central core of all District communications, calendars and information: www.bwschools.net

Daily & Regular Distribution Channels

Official District Memos

Email or “Skylert” (will serve as the first official correspondence from Office of Superintendent)
“Skylert” - to be used in case of closure, bomb threat, time-sensitive emergency communications, etc.

Official District Social Media

Official Twitter, Facebook, Instagram accounts are updated frequently and managed by various members of the administration.

School-based publications: The Purbalite (BHS Student News) & HMS Happenings (J.E. Harrison Middle School Administration) and school-based formal and informal messaging from the administrative office of each of our five schools.

Monthly Distribution Channels

Highlander Highlights (digital newsletter for designed for District Community)

Issue distribution dates for 2018-19

Wednesday, Sept 19, 2018

Wednesday, October 17, 2018

Wednesday, November 21, 2018

Tuesday, December 19, 2018

Wednesday, January 16, 2019

Wednesday, February 20, 2019

Wednesday, March 20, 2019

Wednesday, April 17, 2019

Wednesday, May 15, 2016

Monthly Official School Calendar

Issued together with Highlander Highlights

School Board Meetings: Monthly schedules posted on District website calendar for 7:30 p.m. meetings in the Administration Building, 4900 Curry Road, Pittsburgh, PA 15236.

Quarterly Distribution Channels

In Community magazine (eight-page section) delivered to all households in the District including Baldwin Township, Baldwin Borough, Whitehall Borough and Brentwood Borough.

Delivery schedule (mail dates):

Winter 2018 Issue: November 19, 2018

Spring 2019 Issue: March 19, 2019

Summer 2019 Issue: June 24, 2019

Fall 2019 Issue: September 2, 2019

Winter 2019 Issue: November 19, 2019

Household population: 55,375 Zip Codes: 15207, 15226, 15227, 15228, 15234, 15236

Annual Distribution Channels

Annual Report - included in September issue of *In Community* magazine, mailed to all households in the District Community and to a variety of external constituents including business owners, elected officials and partners in education.

Annual Printed Calendar featuring all important school holidays, testing dates, nine week starts/ends, report cards, PTA/PTO events, performances, and other major District major events.

SECTION 6 CORE ELEMENTS OF THE COMMUNICATIONS PROGRAM

The Office of the Superintendent is responsible for all official District communications. Various individuals maintain primary responsibility for the core elements of our Communications Program.

Official Memorandum of The Office of the Superintendent

Dr. Randal A. Lutz, Superintendent, 412-884-6300, ext. 7240, rlutz@bwschools.net

Assistant Superintendent
Denise Sedlacek,

District Website

Dr. Janeen Peretin, Director of Information and Instructional Technology, JPeretin@bwschools.net

District Calendar – Printed/Published & Website Calendar

Carrie Butler, District Communications Consultant, 412-897-6177, carrielynnbutler@gmail.com

Skylert

Dr. Janeen Peretin, Director of Information and Instructional Technology, JPeretin@bwschools.net

Highlander Highlights

Carrie Butler, District Communications Consultant, 412-897-6177, carrielynnbutler@gmail.com

***In Community* Magazine**

Carrie Butler, District Communications Consultant, 412-897-6177, carrielynnbutler@gmail.com

Annual Report

Carrie Butler, District Communications Consultant, 412-897-6177, carrielynnbutler@gmail.com

Social Media Accounts

Dr. Janeen Peretin, Director of Information and Instructional Technology, JPeretin@bwschools.net

Media Relations & Special Outreach and Weekly Tip Sheet

Carrie Butler, District Communications Consultant, 412-897-6177, carrielynnbutler@gmail.com

District Athletics

John Saras, Athletics Coordinator, 412-884-6300, jsaras@bwschools.net

District Advertising Program

Carrie Butler, District Communications Consultant, 412-897-6177, carrielynnbutler@gmail.com

The Purbalite

Keith Harrison, Baldwin High School Teacher, KHarrison@bwschools.net, 412-884-6300 ext. 6658

School Board Meetings

David J. Solenday, School Board President, dsolenday@bwschools.net
Thea Hampsay, School Board Secretary, thampsay@bwschools.net

School Contacts

BALDWIN HIGH SCHOOL

Dr. Walter Graves, Principal, 412-884-6300 ext. 8040, wgraves@bwschools.net
John Saras, Assistant Principal, 412-884-6300 ext. 8048, jsaras@bwschools.net
Candee Nagy, Assistant Principal, 412-884-6300, cnagy@bwschools.net
Joseph Sebestyen, Assistant Principal, 412-884-6300, jsebestyen@bwschools.net

HARRISON MIDDLE SCHOOL

Jill Fleming-Salopek, Principal, 412-884-6300 ext. 5040, JFlemingSalopek@bwschools.net
Jonathan Peebles, Assistant Principal, 412-884-6300 ext. 5048, jpeebles@bwschools.net
Scott Ross, Assistant Principal, 412-884-6300 ext. 5042, ssross@bwschools.net

J.E. HARRISON MIDDLE SCHOOL

Jill Fleming-Salopek, Principal, 412-884-6300 ext. 5040, JFlemingSalopek@bwschools.net
Jonathan Peebles, Assistant Principal, 412-884-6300 ext. 5048, jpeebles@bwschools.net
Scott Ross, Assistant Principal, 412-884-6300 ext. 5042, ssross@bwschools.net

W.R. PAYNTER ELEMENTARY SCHOOL

Patricia Fusco, Principal, 412-884-6300 ext. 3040, pfusco@bwschools.net

McANNULTY ELEMENTARY SCHOOL

Heatherlyn Wessel, Principal, 412-714-2020, hwessel@bwschools.net

WHITEHALL ELEMENTARY SCHOOL

Jennifer Marsteller, Principal, 412-884-6300 ext. 4040, jmarsteller@bwschools.net
Brett Bielewicz, Assistant Principal, 412-884-6300, bbielewicz@bwschools.net

BALDWIN-WHITEHALL SCHOOL DISTRICT SCHOOL BOARD OF DIRECTORS

President, David J. Solenday
dsolenday@bwschools.net

Dan Knezevich
dknezevich@bwschools.net

First Vice President, Dr. Anthony J. DiCesaro
adicesaro@bwschools.net

Gerald G. Pantone
gpantone@bwschools.net

Second Vice President, Karen L. Brown
kbrown@bwschools.net

Janice Tarson
jtaron@bwschools.net

Robert Achtzehn
rachtzehn@bwschools.net

Louise Wolf
lwolf@bwschools.net

Peter D. Giglione
pgiglione@bwschools.net

Thea Hampsay, School Board Secretary
4900 Curry Road, Pittsburgh, PA 15236
thampsay@bwschools.net

SECTION 7 MEDIA ENGAGEMENT & PROACTIVE PUBLICITY

The Communications Consultant manages a variety of ways in which the District promotes noteworthy achievements, events and innovations. Examples include:

- Distribution of a weekly media tip sheet to all relevant Pittsburgh and state education media with information about notable happenings and achievements, seeking advance coverage when possible/appropriate. Includes education trades including EducationWeek, Scholastic, School Administrator, ASCD, PSBA, PASA, District Administration, Phi Delta Kappa, etc., when relevant.
- Promotion of individual unique stories to all relevant media on a local and national level. Initiatives, projects and achievements that rise to an exceptional level are promoted to Consultant's extensive network of national mainstream media outlets including network television, print/online media and radio.
- Communications Consultant offers special attention to events which require special emphasis with media and extensive follow up.

SECTION 8 CRISIS & EMERGENCY COMMUNICATIONS

District crisis and emergency communications provides procedures for the coordination of communications within the District, and between the District, the media and the public in the event of an emergency, urgent or controversial issue.

Emergencies may include fires, evacuations, threats of violence, active violence, natural disasters, or major crimes. Controversial issues may include police investigations, student accidents/deaths, employee accidents/deaths, protests or other situations that affect the District community at large and require a public response.

District communications are an extension of the District's crisis and emergency management protocol, managed by The Office of the Superintendent.

District crisis and emergency communications are in place for the rapid identification of situations potentially harmful to the District's reputation and the methods for responding to situations quickly and effectively.

It is the goal of this crisis communications plan to establish guidelines for dealing with a variety of situations and to ensure that District officials are familiar with those procedures and their roles in the event of a crisis.

The plan is designed to be used in conjunction with the normal decision-making hierarchy of the District and does not supplant that decision-making process.

Crisis Communications Protocol for the District Communications Consultant and Director of Information and Instructional Technology

To factually assess the situation and determine whether a communications response is warranted. Seek recommendations on appropriate responses from the Office of the Superintendent. Designation of a spokesperson, most often Superintendent and when unavailable the Assistant Superintendent.

3. To implement immediate action to identify constituencies that should be informed about the situation, including news media when relevant.
4. Communicate facts about the crisis.
5. Minimize rumors.
6. Restore order and/or confidence.
7. Safeguard the reputation of the District.

Crisis & Emergency Communications Channels

- District Website
- Skylert system
- Email Memorandum
- News Media

In the event of a major crisis situation, and if the magnitude of the crisis merits establishing a Crisis Command Center to centralize communication among police, media and District officials, the District Communications Consultant and Director of Information and Instructional Technology will establish a Crisis Command Center.

The District Communications Consultant and Office of Superintendent will determine whether a news conference and or news release is an appropriate means of conveying information to faculty, staff, students, the news media and the public. The District Communications Consultant, in consultation with the Superintendent or designee, will determine logistics of the news conference including when, where and how the media will be contacted, which media will be contacted, who will supervise the news conference, who will appear, etc.

Following any crisis, appropriate action must take place to ensure that members of the District community, and others as necessary, receive needed information and assistance to bring closure to the crisis as well as relief from the effects of the event.

Attention should be placed on identifying and implementing measures to improve the action plan used during the crisis. In the event of a major crisis, a meeting should be scheduled and coordinated by the Office of the Superintendent and Communications Consultant to communicate details of the incident and events to all interested members of the District. The timeliness of this meeting is critical and every effort should be made to see that it occurs within reasonably immediate timeframe.

It is not unreasonable to expect that rumors would follow a crisis, leading to an atmosphere of anxiety. The District will combat rumors to dispel accurate information through e-mail, rumor-control hotlines, the District Web site, public meetings, and other means to report facts.

Depending upon the nature of the crisis, services and assistance may have been rendered by agencies, companies and/or individuals from outside the District.

The Office of Communications should ensure applicable follow-up and should meet within 10 days following a crisis and review all actions taken as a result of the crisis. Any needed changes or updates to this plan will be noted.

ROUTINE WEATHER-RELATED SCHOOL CANCELLATIONS

The District utilizes the following information sources to communicate routine school delays and cancellations due to inclement weather:

Skylert Messaging System
Baldwin-Whitehall School District Website (www.bwschools.net)
KDKA TV <http://pittsburgh.cbslocal.com/>
WPXI TV <http://www.wpxi.com/>
WTAE TV <http://www.wtae.com/>
Twitter: @BWSDSuper

SECTION 9 DISTRICT COMMUNICATION POLICIES

BALDWIN-WHITEHALL SCHOOL DISTRICT MEDIA POLICY

Baldwin-Whitehall School District media policy suggests that all non-athletic inquiries made to District employees and designees be directed to District Communications Consultant and/or the Office of the Superintendent to ensure official and accurate distribution of information.

All non-athletic inquiries and requests made by members of the media may be directed to the District Communications Consultant - Carrie Butler - 412-897-6177 and carrielynnbutler@gmail.com. If unavailable, direct inquiry to the Office of the Superintendent - Dr. Randal A. Lutz, Superintendent, 412-884-6300, ext. 7240, rlutz@bwschools.net

Members of the media can include newspaper reporters, television reporters, radio staff, magazine journalists and digital media representatives.

SAMPLE RESPONSE: In order to assure that you receive the most up to date information, I will direct your request to our District Communications Consultant who will return your call as quickly as possible with the information you are seeking.

These policies are intended to promote accuracy, legal and privacy compliance and a consistent and unified voice for the District, ensuring we serve the best interests of our students, our employees, our schools and our community.

All media inquiries related to District athletics should be directed to the District Athletic Coordinator John Saras at 412-884-6300 or via email at jsaras@bwschools.net.

SECTION 10 MAJOR DISTRICT EVENT SUPPORT

Communications Consultant offers general support and promotion to major District events throughout the year on an as needed basis. Examples include but are not limited to:

- Annual Senior Citizen Cookie Extravaganza
- Senior Exit Interviews
- Day of Caring
- Holiday Project Bundle Up Telethon
- New initiatives
- Openings/Ribbon cutting
- Major BWEF events

SECTION 11 DISTRICT OFFICIAL BRAND, LOGO & SEAL

Baldwin-Whitehall School District stands for integrity, compassion, inclusion, community, tenacity and a lifelong dedication to learning and self-improvement. The District brand is designed to

represent – immediately and consistently – our shared values, the historic legacy of the District, our memorable BW icon, our regal colors the indomitable character of the Fighting Highlander.

Our brand is a collection of related images designed to represent us from academics to athletics. The collection features imagery for representing the entire Baldwin-Whitehall District, as well as representing BHS athletics and extra-curricular programs at the high school level – building pride and encouraging aspiration toward high school sports, music and arts programs at the earliest ages.

The official seal of the Baldwin-Whitehall School District should be used in connection with the District’s academic documents such as diplomas and official communications from Office of the Superintendent and Administration.

All are encouraged to download these assets and use them anytime, as long as they adhere to our design guidelines. If you have an idea for customizing a new image for a particular purpose, you must submit that idea to us for District approval – and, if your idea is approved, it will become part of our brand asset collection, so others can use it too.

To access and download assets from the District brand collection, and for more information about specific uses, visit <http://bwofficialbrand.net/>.

SECTION 12 SPECIAL COMMUNICATIONS INITIATIVES IN 2018-19

Expansion of the District External Communication Program: various initiatives listed are in various stages of development, some well-underway, others in exploratory/developmental stages. Once complete or determined to become annual elements of the communications program, items will be re-classified into the core District Communications Plan.

District Expert Positioning with Local/National Media

Identification and promotion of several dozen key District experts on various niche topics in education, student development. District Communications Consultant will make introductory overtures with relevant media in Pittsburgh, mainstream education, state education and national media to make these experts available for commentary on key issues that often arise in breaking news cycles. Examples include Pittsburgh Post-Gazette to Education Week to CNN, ABC, NBC, CBS, FOX network producers. Experts need to do nothing but be available in the event of a media request. Efforts designed to increase visibility of District experts and innovators and position as unique thought leaders.

District Asset Naming Rights Programs

Assisting Office of the Superintendent with special initiatives this year surrounding forwarding District goals in creating signature, unique naming rights agreements surrounding various key assets including, but not exclusively limited to:

- Baldwin High School Stadium
- Baldwin High School Field
- Gymnasiums
- Libraries
- BHS Viewing Lounge
- Concession Stand/Field House

PES Construction – Sledgehammer Smash TBD

Alumni Connectedness

Assist District in identifying channels and methodologies to connect with and create active database of BHS graduates throughout history in preparation for 80th anniversary and to facilitate and strengthen communications moving forward.

Real Estate Landing Page

Completion and Promotion of Video/Resource Website for New Homebuyers, Finish Ad Sales – all assets complete (copy, video, resources), need assembly, est. a go-live date, ad sales and promotion.

BWSD Official General Road Show/Slide Show

Develop for use on tours, visits, introductions, simple 3-minute slideshow with impressive facts, alumni, photo/video assets, etc. Basic introductory glimpse at the District profile and personality.

School Board Communications Program

Annual Meet the Board Event

Schedule of Board Engagement Events (Attend, Introduce as Speaker)

One Special Project of Board for the Year – Student Engagement Fun Project/Activity

Quarterly Inclusions in IN Community (Board President half page)

Monthly Inclusion in Highlander Highlights (Rotating Short Column)

SECTION 13 ADVERTISING WITHIN THE DISTRICT

The District maintains a robust advertising program designed to connect partners with students and their families and more than 175,000 visitors who attend events at each of five schools year-round.

Advertising partnerships are offered in a variety of customizable options, including both the ability to introduce new monthly messages with measurable results through digital properties, as well as traditional brand strength programs with low-maintenance options that will keep a company's logo and product front and center with a consistent message all year long.

Packages include a higher education banner program to a variety of options including digital communications, website and athletic facilities.

For information and a copy of the District's 2018-19 Advertising Program Rate Card, contact:

The Office of the Superintendent Dr. Randal A. Lutz, Superintendent, 412-884-6300, ext. 7240, rlutz@bwschools.net

Carrie Butler, District Communications Consultant, 412-897-6177, carrielynnbutler@gmail.com

Dr. Janeen Peretin, Director of Information and Instructional Technology, JPeretin@bwschools.net

SECTION 14 BW CONNECTS: WAYS TO CONNECT WITH THE DISTRICT

Attend School Board Meetings

Follow Social Media Channels

Subscribe to Highlander Highlights Monthly District Newsletter

Check the District Website Calendar Routinely for Important Dates

Attend and Participate in Academic, Athletic, Arts, Music, Theater and Community Events

Share Ideas with Members of the District Administration

Prepared by Carrie
On Communication
for Baldwin-Whitehall
School District

CARRIE BUTLER
P. 412-897-6177

