

DEPARTMENT OF COMMUNICATIONS OVERVIEW

Little Miami Local Schools is an excellent district attracting many families to the second fastest growing county in Ohio. As new developments emerge and student enrollment increases, communication with residents throughout the district's 98-square-miles will be vital.

Important communication tools for Little Miami are the Web site, a presence in the media, newsletters, other mailings and E-mail communication. The message we must convey is that Little Miami is the district of choice in southwest Ohio, because it is dedicated to quality education for all children.

The Community Relations Office will establish and manage a comprehensive communications program that encourages, promotes and supports two-way communication between the community and the Little Miami Local School District. Target audiences include students, parents, residents, district staff, government entities, community groups, those without children in the district, prospective students, business and industry, and the media. The Community Relations Coordinator will work to create a network of administrators, teachers and parents to implement a comprehensive plan to meet the district objective of improved communications.

MISSION STATEMENT

The mission of the Department is to increase the public's awareness, understanding, and acceptance of the Little Miami Local School District's initiatives by implementing effective public information programs, formulating responsive communications strategies, and fostering collaborative relationships with community stakeholders.

GOALS

- Provide stakeholders with timely information about the schools, district actions and future plans.
- Increase community awareness of Little Miami's value, success, goals and high quality education.
- Facilitate two-way communication, dialogue and participation with parents, staff and community.
- Provide information about duties, responsibilities and procedures of the Board of Education and facilitate its link to the community.
- Provide timely and accurate information to the media, as well as develop and maintain a two-way relationship.
- Build and maintain community support for the building project while conveying the theme of Excellence with Value.
- Build positive awareness regarding Phase 1 in order to gain support for Phase 2 of Construction.
- Communicate how the new facilities will enhance the district's education achievement.
- Enhance the image of all communities represented in Little Miami's 98 square miles with the improvements of the school facilities.