

# EXECUTIVE SUMMARY: COMMUNICATION AND MARKETING PLAN

## PURPOSE

The strategic communication and marketing plan is to present a clear and concise framework for engaging and communicating with both external and internal audiences in the Lodi USD community.

This draft is based on the input received from the community and is meant to serve as a long-term plan for the District.

## GOALS AND MAJOR STRATEGIES

- **Crisis Communication:** Develop a comprehensive crisis communication plan and supplemental safety communications.
- **External Communication:** Improve and strengthen external communication with students, families, and the community at-large.
- **Internal Communication:** Improve communication from the District to all staff.
- **Policies and Procedures:** Revise policies and procedures regarding public relations and media relations.

## BUDGET

| Budget Item          | Year 1           | Year 2           | Year 3           |
|----------------------|------------------|------------------|------------------|
| Webmaster            | \$90,000         | \$90,000         | \$90,000         |
| District Re-Branding | \$4,500          |                  |                  |
| Schools' Re-Branding | \$25,000         | \$25,000         | \$25,000         |
| <b>TOTAL</b>         | <b>\$119,500</b> | <b>\$115,000</b> | <b>\$115,000</b> |

