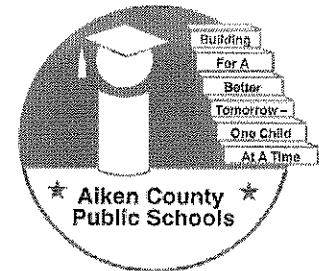


Aiken County Public Schools Communications and Public Relations Sub-Committee

- Sub-Committee formed Spring 2012
- Board members, administration, district employees and community members



"Evaluate the perceived effectiveness of existing communication channels and activities to develop and prioritize recommendations for improving communications, including starting new initiatives and discontinuing/modifying current ones."

Sub Committee Members

Mr. Wesley Hightower, Sub Committee Chair

Mrs. Rosemary English

Mrs. Donna Wesby

Dr. Elizabeth Everitt

Dr. Randy Stowe

Mr. David Caver

Ms. Tammie Newman

Mrs. Terri Booth

Ms. Katy Lipscomb

Mrs. Diana Floyd

Mr. Moses Mims

Mr. Mark Melton

Building for a better tomorrow - one child at a time

AIKEN COUNTY PUBLIC SCHOOL DISTRICT

-- Site Search --

[Schools](#) |
 [Portals](#) |
 [School Board](#)

- [Superintendent](#)
- [Administration](#)
- [Adult Education](#)
- [Community](#)
- [Financial Information](#)
- [Health Services](#)
- [Human Resources](#)
- [Instruction and Accountability](#)
- [Parents](#)
- [Procurement](#)
- [Programs, Services and Information](#)
- [Staff](#)
- [Technology](#)
- [Teachers](#)
- [Transportation](#)

[Administer Announcements](#)

SPECIAL NOTICES

- Graduation Dates
- Hardship Transfer Request Deadline
- Summer Programs at ATC
- *\$\$ Budget Workshop Input Opportunity \$\$*
- 2012-2013 Approved Budget
- [Message concerning Email](#)
- Press Releases
- Good News!!

AROUND THE DISTRICT



A Big Thank You!!!
 To the American Association of University Women who invited Aiken County educators to visit their annual Books and Things Fair and pick up books for FREE!

Upcoming Events

Today

▶ - Teacher Workday
 ▶ - Board Sub Committee Communications and Public Relations Committee meeting
 2:00 PM

3/26/2013

▶ - Board Meeting
 ▶ - End of 9 weeks

3/27/2013

▶ - RSMHS Groundbreaking
6:00 PM

[View Calendar](#)

March 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
24	25	26	27	28	1	2

Quick Links



Parent Portals

The screenshot shows the homepage of the Aiken County Public School District website. At the top, there is a navigation bar with links for Classic Home, Facebook, Staff Email, Job Opportunities, District Calendar, and Good News. On the right side of the navigation bar, there are fields for Username and Password, and a Login button. Below the navigation bar is a banner image of a school building with the slogan "Building for a better tomorrow - one child at a time". The main heading reads "AIKEN COUNTY PUBLIC SCHOOL DISTRICT". Below the heading is a search bar labeled "--Site Search--" and a search icon. To the right of the search bar are links for Schools, Portals, and School Board. The main content area is divided into two columns. The left column is a vertical menu with the following items: Superintendent, Administration, Adult Education, Community, Financial Information, Health Services, Human Resources, Instruction and Accountability, Parents, Procurement, Programs, Services and Information, Staff, Technology, Teachers, and Transportation. The right column contains three sections: **PowerSchool** with a description of the system and links for Instructions for Using PowerSchool, Welcome to PowerSchool, and Parent Login; **SchoolFusion** with a description and links for SchoolFusion Parent Guide and Parent Registration; and **MyConnect** with a description and a link for MyConnect Registration (coming soon).

Classic Home | Facebook | Staff Email | Job Opportunities | District Calendar | Good News | Username: _____ Password: _____ Login

Building for a better tomorrow - one child at a time

AIKEN COUNTY PUBLIC SCHOOL DISTRICT

--Site Search-- 🔍 Schools | Portals | School Board

Superintendent	PowerSchool
Administration	PowerSchool is a student information management system used by schools and school districts across the United States. The South Carolina Department of Education has provided this program to all schools in the state. Power school is used for student demographics, storing grades and attendance, and scheduling.
Adult Education	
Community	Instructions for Using PowerSchool
Financial Information	Welcome to PowerSchool
Health Services	Parent Login
Human Resources	SchoolFusion
Instruction and Accountability	SchoolFusion is where you can view all your children's classroom information in one web location. You can check assignments, view important deadlines on FusionPage calendars, follow your children's sports calendars, school events and much more! <i>Only parents/guardians of students enrolled in Aiken County Public School District are allowed to register.</i>
Parents	SchoolFusion Parent Guide
Procurement	Parent Registration
Programs, Services and Information	MyConnect
Staff	Register to receive text messages of events, etc
Technology	MyConnect Registration (coming soon)
Teachers	
Transportation	

E-Newsletter

Around the District

February 2013
Edition VII



District Migration Project

In order to improve the technology in the district we are changing (upgrading) our network to a new platform. The Novell to Microsoft Migration Project approved by the board for the 2012-13 school year for all schools started on October 29, 2012. CSI Computers, Inc. provided a Project Manager with technicians for performing the migration and project management. Contractors are working after school and into the evening Monday thru Friday each week per school. Work is being performed to avoid disruption of instruction and during testing times. To date, 915 computers of the estimated 1,650 replacement computers needed to update the oldest aged systems in the schools have been installed. 787 systems have had memory upgrades to accommodate running Windows 7, this included laptops, desktops and notebooks. CAD labs at Alton High, South Alton High, Midland Valley, North Augusta High, Silver Bluff High, Alton Middle, and Career Center have been completed. The following schools are completed: Alton County Career Center, Warrenville Elementary, Midbrook Elementary, East Alton Elementary, Byrd Elementary, Alton Elementary, Darbee Center: Elm Middle, Orrendale Elementary, North Alton Elementary, and Selvidere Elementary.

Quick Links

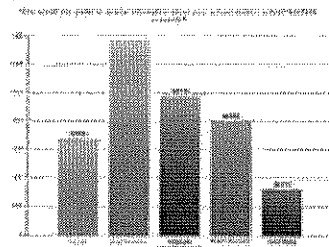
[School Events](#)

[Smiling Faces](#)



Parent Safety Meetings...
coming in April! Please visit www.alton.k12.ga.us to get more information on attendance.

Parent Survey



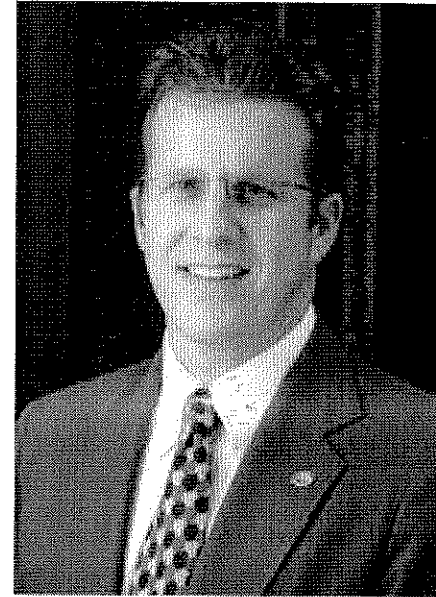
In the News

- [Sherman and Strawn of Alton County help students succeed](#)
- [Learning Center expands to help struggling students](#)
- [Therapy dog makes life brighter for special needs students](#)
- [Curriculum helps students learn history by creating songs](#)
- ["All Hands on Deck" residents visit Alton High students](#)
- [North Alton student qualifies for international math contest](#)
- [Alton County one of 22 counties in compliance with laws](#)
- [Alton Elementary receives 2012 School Choice award](#)
- [Alton School Board sets new public hearing on Feb. 26/27/28](#)
- [School Board approves five-year facilities plan](#)
- [School district seeks more resources in classrooms](#)
- [Local student's work with Alton chef](#)
- [School board to hear of Alton's new bus](#)
- [Alton High seeks to hire new principal](#)

1287 Subscribers
Includes links to:

- Good News
- School Events
- Smiling Faces
- News Articles from newspapers and TV

School PR Speaker

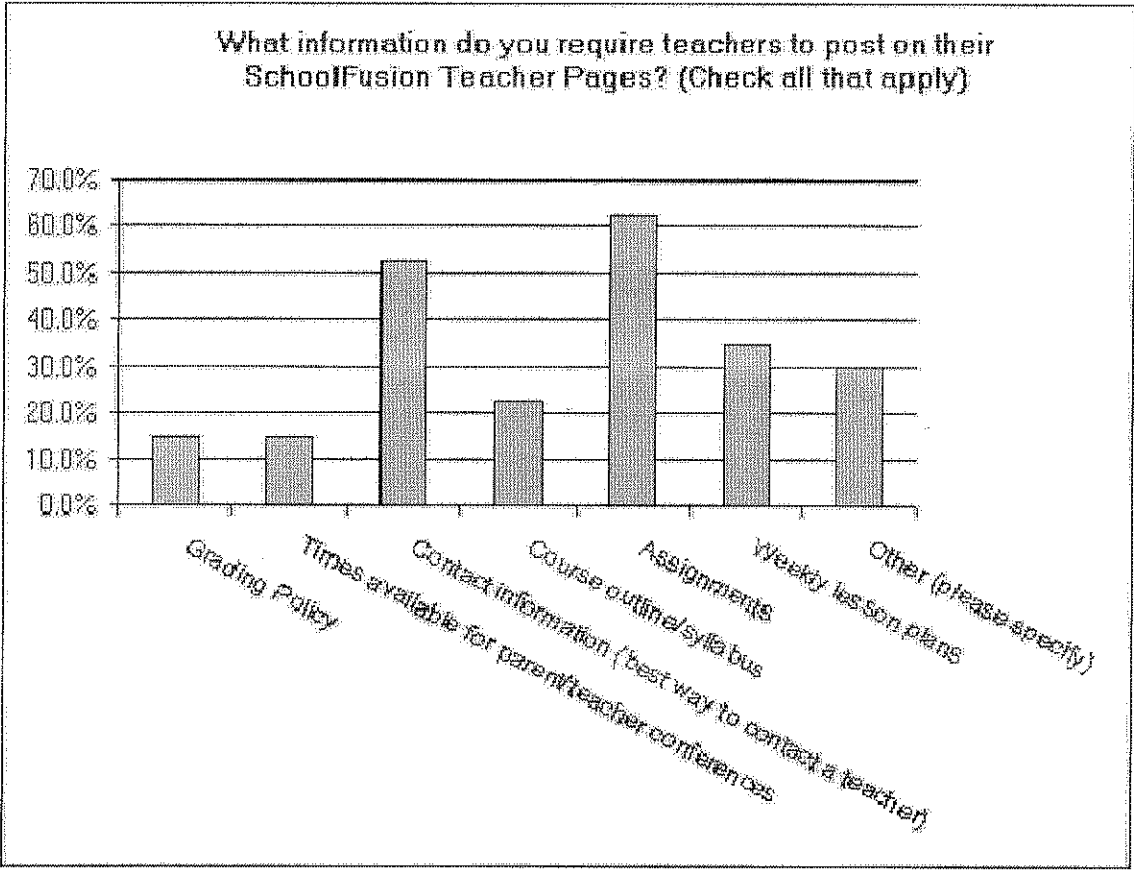


Mr. Ken Blackstone,
Richland Two Public Schools
Executive Director for

Communications and Strategic Partnerships

- 20 Year veteran in school public relations
- Former Director of Communication Services for Prince William County Public Schools (PWCPS) in Manassas, Va., just outside of Washington, D.C.

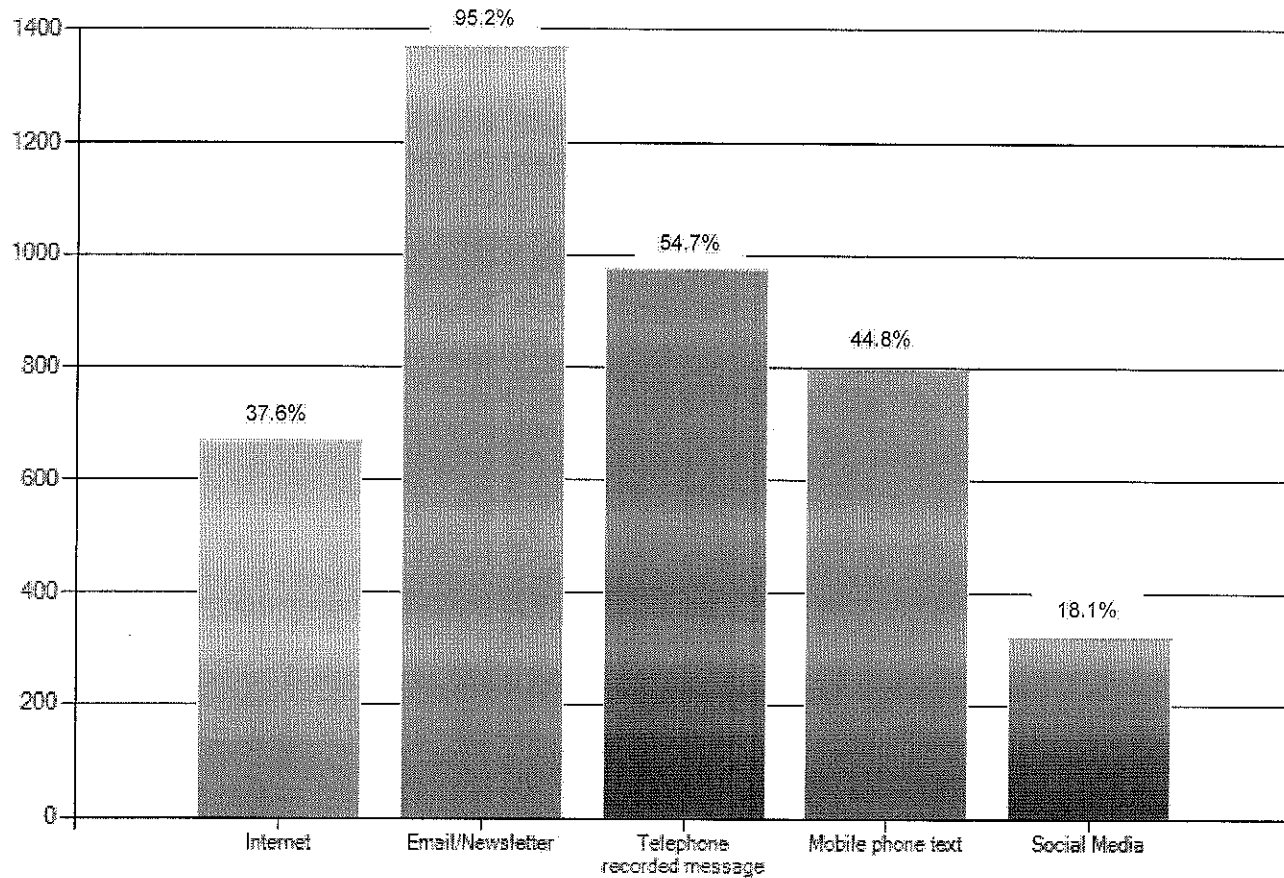
Principal Survey



Communication Survey

How would you prefer to receive information about your school district, school, teachers or events?

- 1805 responses-most ever for Survey by ACPS
- Email most favored
- Phone message second
- Text message third



Text Messages





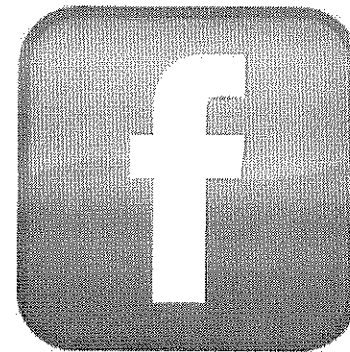
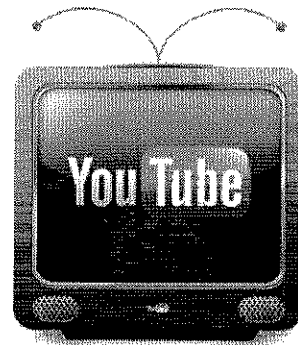
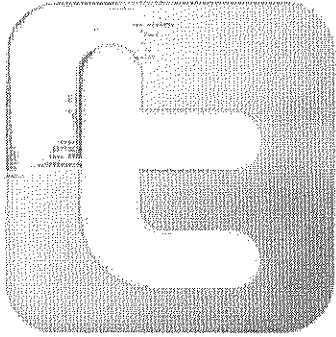
National School Public Relations Association

SC/NC NSPRA Convention '12

“Harvesting Pearls of School PR Wisdom”

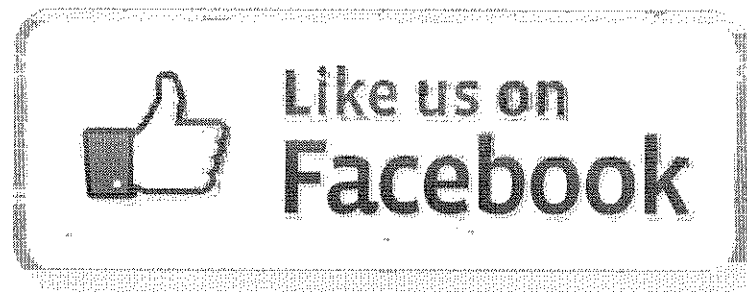
- Speakers from around the nation
- Topics included:
 - Crisis Communications
 - Social Media
 - Technology/Marketing
 - Professional Development

Social Media



Facebook

- Moving toward 2000 Fans and growing
- Each post displays viewer count
- Quicker than media
- Immediate distribution/feedback
- Allows public forum for discussion between our fans and ACPS



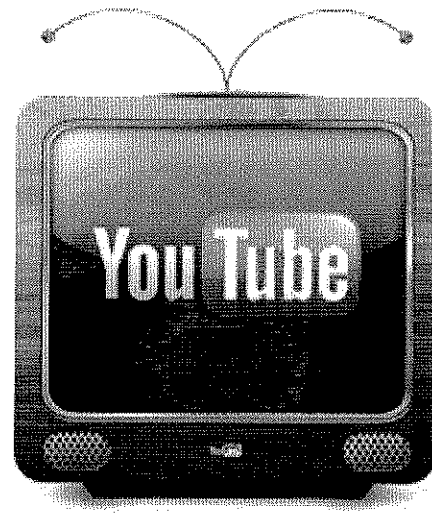
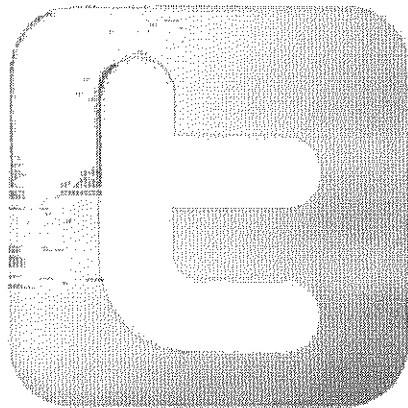
LinkedIn

- Networking site “*Professional Facebook*”
- Locate and communicate with contacts around SC, USA and World-wide
- Spread the word among educators and professionals instantly
- Another Job Posting avenue



Twitter, YouTube, Pinterest, Etc.

- ACPS has an increased presence on Twitter, YouTube as well as blogs. Pinterest is being used by our educators daily for class project ideas.



Communication and Public Relations Plan

VISION

•To develop community support through proactive, accurate and timely communications with stakeholders by showcasing the educational excellence and leadership of our students and staff. Our ability to inform, involve and unite all school district stakeholders will guarantee continuous student achievement and district productivity.

MISSION

•Our mission is to establish positive relationships and credibility between the ACPS and its stakeholders through timely and accurate dissemination of information. Aiken County School District will develop practices, processes and technologies for open, frequent, transparent and effective communication, both internally and externally, to all CSRA communities. The Public Information Office serves as a crucial link between the media and the district in both proactive and reactive news situations. It is imperative we communicate openly and often with media outlets to accomplish our goals.

Communication and Public Relations Plan continued...

- Goals, Objectives and Strategies
- Communication Tools
- Internal/External Stakeholders

- Initiatives
 - PR Ambassador at each school
 - Standard Website template for all schools

School Communication/PR Plan

- PR Ambassador
- Communication Tools & Techniques
- SchoolFusion School and Teacher page minimum requirements
- Best Practices & Guidelines
- Training – Principals and Staff

Summary

It is our intent to maintain open, honest and constant communication among the district (students and employees) and the community at large. Aiken County Public Schools values the children, parents, employees, and stakeholders that comprise this district. We have a firm belief that while working together and sharing information, the impact made in our classrooms will be apparent not only in an increase in test scores and awards, but also in morale within the school system and public opinion of the school system. Keeping our internal stakeholders informed with a systematic communications plan will greatly improve that accuracy of information that is shared with external stakeholders. We must be committed to a mindset of regular communication in any/all formats.

Questions or Comments

