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Prepared for The Main Street Academy
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Communications Training Calendar

2019-2020 School Year

OVERVIEW

As a consistent steward of professional and educational development of staff and faculty, The Main Street Academy will provide mandatory and optional communications training for staff, faculty, and parents.

GOALS

1. To ensure all staff, faculty and parents are trained on internal communications tools.
2. To create an ongoing opportunity to professionally advance the capacity and skill of staff and faculty to create and maintain a strong culture of communications.

2019-2020 Communications Training Calendar

Proposed Calendar

This calendar is a proposal for mandatory and optional trainings for TMSA staff, faculty, parents and governing board members.

Month	Audience	Training *mandatory	Training Description	TMSA Supports
July	Faculty	Edlio: Teacher Pages* in-person	Teachers will experience a full training on how to create, complete and utilize their Edlio teacher pages. Teachers will leave with a completed teacher page including uploading all documents/information for parents, as well as a plan for how they will use their teacher page throughout the school year.	Develop a policy/outline for how TMSA expects teachers to utilize Edlio, and what should always be posted and present on the teacher page. Designated time.
	Staff Faculty Governing Board	Communication Policy* in-person	Participants will receive a complete review and training of the communications policy. This experience will provide groups with scenarios, in which participants will have to utilize and refer to the Communications Policy to solve.	Designated time for all parties to participate.
	Staff Faculty Governing Board	Branding and Messaging* in-person	Participants will review the brand identity deck, learn about the messaging (mission, vision, value proposition, tagline, etc.). They will learn how to use the visual assets of the brand, and review any required steps from the Governing Board on requests to use the brand (flyers, uniforms, signage, etc.)	Designated time for all parties to participate.

	Parents	Edlio: Parent Subscription* In-person digital option	Parents and Guardians will use their student's class schedule to subscribe to teacher pages. Parents will also receive a full training on how/when to use the website, and other communications platforms. *This should be held <i>after</i> the Teacher Pages training.	Message as a mandatory training for parents to be held during Open House and 1st PTA meeting.
August	Staff Faculty	Storytelling and Content Creation* in-person	This training will guide participants through a simple process for how identify a TMSA story, and how and when to collect content. Participants will also learn the quick and easy process for submitting content and story ideas to be redistributed.	Designated time for all parties to participate.
September	Staff Faculty	Communicating with Parents* in-person	Participants will take a deeper look into how they are communicating with parents, being mindful of the 7 C's of communication, and reviewing the TMSA approved platforms for parent communication. This will also include further Edlio training.	Designated time for teachers and staff to participate. Clear decisions and expectations for parent communication and approved platforms
October	Staff Faculty Governing Board	Crisis & Emergency Communications in-person (mandatory for administration and Governing Board)	Participants will develop a deeper understanding of the Crisis Communications policy, as well as, how to update parents quickly in the event of emergent news.	Designated time for teachers and staff to participate. Formal support for aligning school-wide action to the Communications Policy.
November	Staff Faculty Parents	Marketing your Events digital	Participants will learn how to submit an event for marketing support, and how to best market their events to the broader TMSA Community	Designated time for teachers and staff to participate. Clear decisions and expectations for process to approve and market events.
December	Staff Faculty	Talking the TMSA Talk	Participants will refresh themselves of the key points when talking about TMSA in the community: including	Designated time for teachers and staff to participate.

	Governing Board Parents	In-person digital	value proposition, mission, vision, and key differentiators.	Support from recruitment/enrollment coordinator.
January	Staff Faculty	Building Empathy* in-person	Participants will work together to develop a deeper understanding of the challenges their colleagues face in communicating, and how to better communicate with each other as a team.	Designated time for teachers and staff to participate.
February	Staff Faculty Parents	Telling the TMSA Story in-person	Participants will learn the key aspects to creating and pitching a story to media outlets, including how to structure and write a press release for admin to approve for media placement.	Designated time for teachers and staff to participate.
March	Staff Faculty Parents	Professional Branding in-person	Participants will learn how to align and expand their individual professional brand with TMSA's core values.	Designated time for teachers and staff to participate.