

Topic: Comprehensive Explanation of the Public Information Office Operations

Staff Follow Up: CC-3, CC-5, & CC-7. Staff to provide a more cogent and comprehensive explanation of the overall operations of the Division with the additional positions being requested. **SBOM-050719-03 (DK)**

Response: The Public Information Office staff will provide a comprehensive explanation of the overall operations of the Division at the May 7, 2019 will collaborate with internal and external stakeholders to address concerns relative to the overall format, design and accessibility of information on the website.

Broward County Public Schools Public Information Office (PIO) is a division of Broward County Public Schools. It provides leadership in developing, implementing, and communicating the District's mission, vision, and priorities to families, employees, community members, and stakeholders. The PIO is committed to providing accurate information about the District and schools through a variety of traditional, digital, and social media channels. Within the division are the Department of Marketing and Strategic Communications (MarComm) and the Broward Education Communications Network (BECON).

PIO's responsibilities are wide-ranging, and at a high level include:

- Implementing strategic and crisis communications plans to keep all stakeholders informed
- Developing and distributing District publications, promotional materials, and news releases highlighting accomplishments, initiatives, programs, etc.
- Serving as the District's liaison for communications with the media, fielding dozens of calls and emails a day from media requesting information, drafting written statements, arranging interviews, facilitating public records requests, coordinating school visits, and setting up and staffing news conferences for District leaders.
- Building and maintaining relationships with community organizations and business leaders
- Creating content for and managing the District's social media accounts (Twitter and Facebook)
- Creating content for and managing the District's website
- Researching information and creating talking points, remarks, scripts, presentations, letters, online content, and videos for District and school leaders
- Managing internal communications to District and school leaders and employees
- Overseeing and maintaining branding standards for the District and schools
- Providing graphic design services for banners, flyers, brochures, social media posts, and more for schools and District departments.

- Planning and executing annual District events including the Caliber Awards, Community Involvement Awards, Ed Talk, and First Day of School activities
- Coordinating awards submissions for Florida Department of Education recognition programs
- Overseeing the Volunteer Services Program and the Superintendent's Screening Programs
- Operating the District switchboard

BECON

- Operating Broward's only local public educational TV station, BECON-TV, WBEC-63, serving Broward, Miami-Dade, and Palm Beach Counties
- Providing instructional content and original programming, including some student productions
- Offering School Board meetings via livestream and recordings on demand.
- Managing the District's Distance Learning Program and video conferencing services
- Maintaining and repairing media equipment for schools
- Supporting the operation of WKPX-FM radio, located at Piper High School
- Providing graphic design for BECON productions and programming
- Creating content for and managing BECON's website (www.becon.tv) and social media accounts

NEW POSITION REQUESTED: MANAGER, MEDIA AND COMMUNITY RELATIONS

This position has been changed from a Director (Pay Grade D) to a Manager (Pay Grade C.) The position requires the individual to be fully bilingual in English and Spanish.

The Media and Community Relations Manager will:

- execute integrated, multi-media and face-to-face communications plans that will educate and inform residents, which will in turn, foster public awareness, understanding and support the District and its strategic initiatives.
- anticipate, analyze and interpret public opinion attitudes and issues that help educate, inform, and build a bridge connecting the District with its stakeholders.
- lead the day-to-day public relations efforts, which include responding to media requests; preparing statements to and working with the media after incidents occur at schools; pitching and placing "good news stories" in the media, etc.

NEW POSITION REQUESTED: MARKETING AND STRATEGIC COMMUNICATIONS SPECIALIST

The Marketing and Strategic Communications Specialist will assist the Media and Community Relations Manager as well as the Marketing and Strategic Communications Director. The pay rate was changed from 25 to 22.

The Marketing and Strategic Communications Specialist will:

- work with schools and District departments to provide them with strategic communications programs.
- develop marketing materials including informational brochures, newsletters, booklets, website content, multi-media programs, presentations.
- measure the effectiveness of the strategic communications programs using stakeholder engagement as an indicator.

NEW POSITION REQUESTED: SOCIAL MEDIA SPECIALIST

This hybrid position will dual report to the Media and Community Relations Manager and the Director, Marketing and Communications to fulfill social media to each discipline, as required. The pay rate was changed from 25 to 22.

The Social Media Specialist will:

- manage content on the District's main channels...but also act as a liaison with all 234 schools and District departments that have their own channels. Assuming the schools have more than one channel (e.g. Facebook, Instagram, YouTube), that means the District has hundreds of channels operating under its brand. That requires a full-time resource to offer guidance and oversight to make sure content managers are following best practices, and the channels are on brand, and on message.
- continuously monitor school and department social media channels, looking for good news to share across the District.
- be responsible for visiting schools, shooting photos and videos, and making sure there is someone at the school who is trained and ready to take pictures that can be shared along with the right messaging.
- be available to continuously monitor District channels for negative or problematic remarks or content and bring them immediately to the attention of the Chief PIO so the issue can be addressed quickly before it goes viral.
- collaborate with BECON to expand real-time live coverage of District events via Facebook Live or other platforms.