



To: Board Members

From: Dr. Todd Bowden, Superintendent
Joe Binswanger, Acting Director, Communications

Subject: Communications Department Models for Sarasota County Schools

Date: October 17, 2017

Three potential scenarios for the Sarasota County Schools Communication Department Support model to move forward.

Scenario A	Scenario B	Scenario C
Outside Communications Firm supported by District Communications Manager and associated staff.	District Communications Director supported by outside Communications Firm and associated staff.	District Communications Director supported by District Communications Specialist and associated staff.
<u>Approximate Costs</u>	<u>Approximate Costs</u>	<u>Approximate Costs</u>
Outside Communications Firm: \$112,500 annually*	District Communications Director: \$144,604	District Communications Director: \$144,604
District Communications Manager: \$120,614 annually	Outside Communications Firm: \$90,000 annually**	District Communications Specialist: \$122,470
Associated Staff: \$551,814	Associated Staff: \$551,814	Associated Staff: \$551,814
TOTAL COSTS: \$784,928	TOTAL COSTS: \$786,418	TOTAL COSTS: \$818,888

Please Note - All District Staff position costs are based on the average salary and benefits costs of those positions.

* - Cost of Outside Communications Firm based on previous contract through RFP awarded bid process.

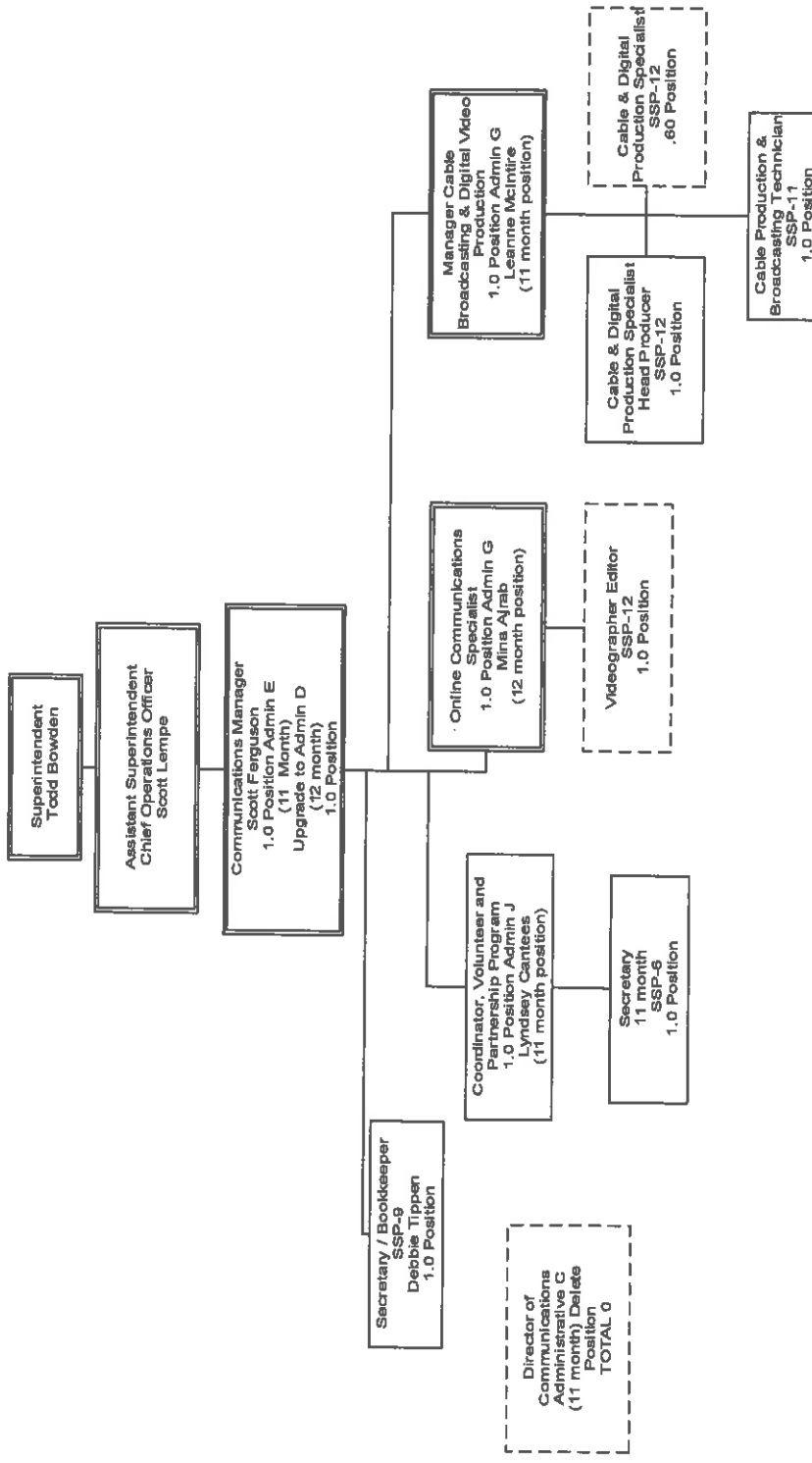
** - The services provided would need to be bid upon through a new RFP process because the role and responsibility would change from the previous RFP. Anticipated cost comes in at approximately \$90,000 based on requirements and responsibilities of firm.

Attachments (4):

Communications Organizational Chart

3 Job Descriptions (Director of Communications, Communications Manager, Communications Specialist)

The School Board of Sarasota County, Florida
Communications and Community Relations / VPO
Cost Center 9075



Total Number of Positions 2015-16	Increased Positions		Decreased Positions		Total Number of Positions 2016-17	Net Increase or (Decrease) Positions By Fund			
	New Positions Transfer In	Deleted Positions Transfers Out	Deleted Positions	Transfers In		General Fund	Federal Fund	Capital Fund	Food Service
10.20	0.40	(1.00)			9.60		(0.60)		
	General Fund	Federal Fund	General Fund	Federal Fund	General Fund	Federal Fund	General Fund	Federal Fund	
	Federal Fund	Self Insurance Fund	Federal Fund	Self Insurance Fund	Federal Fund	Self Insurance Fund	Federal Fund	Self Insurance Fund	
	Self Insurance Fund	Capital Fund	Self Insurance Fund	Capital Fund	Capital Fund	Capital Fund	Capital Fund	Capital Fund	
	Capital Fund	Food Service	Capital Fund	Food Service	Food Service	Food Service	Capital Fund	Food Service	
	Food Service	Total	Food Service	Total	Total	Total	Food Service	Total	
10.20	0.40	(1.00)			9.60		(0.60)		

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

DIRECTOR OF COMMUNICATIONS

SALARY SCHEDULE: ADMINISTRATIVE – C

COST CENTER: COMMUNICATION AND COMMUNITY RELATIONS (9075)

QUALIFICATIONS:

- (1) Bachelor's Degree from an accredited educational institution in Communications, Journalism, Broadcast Media, Mass Communications, Public Relations, Public Administration, English Education or Marketing, or related field
- (2) Minimum of five (5) years of progressively responsible professional experience in communications, public relations, marketing or public information, some of which must be in a supervisory or management capacity.
- (3) Experienced in planning, implementing, evaluating, budgeting and personnel management.
- (4) Preferred: Experience in communications, public relations or public information with public schools, a large non-profit organization or a governmental agency.

KNOWLEDGE, SKILLS AND ABILITIES:

Demonstrated effective oral and written communication skills. Demonstrated successful experience in media relations, press interviews and crisis communications. Ability to target messages to different audiences. Positive interpersonal relationship skills. Ability to prioritize functions and manage time and stress effectively.

REPORTS TO:

Assistant to Superintendent or Superintendent

JOB GOAL

To provide administrative oversight and leadership for the planning, development and implementation of the District's internal and external communications, public relations and outreach programs.

SUPERVISES:

Communication Specialists (2)
The Education Channel
PALS

PERFORMANCE RESPONSIBILITIES:

- * (1) Directs and administers communications procedures, processes and activities for the district.
- * (2) Develops, implements and evaluates comprehensive internal and external district communication plan including, but not limited to, publications, media relations, electronic communications, and the Education Channel television production.
- * (3) Ensures consistent branding and messaging.
- * (4) Serves as information liaison between the total school system and the community at large and as an intermediary between school administrators/officials and the media.
- * (5) Coordinates crisis communications for the district and schools.
- * (6) Sets annual objectives for and evaluates the district's community relations program.
- * (7) Administers budget and supervises staff and/or contractors assigned to the office of Communications.
- * (8) Establishes and maintains two-way communication systems among schools, offices, departments and the district and among the district, the media, and the public.
- * (9) Organizes, assimilates and disseminates facts about the school system to the public through print and non-print media.

DIRECTOR OF COMMUNICATIONS (continued)

- *(10) Provides professional public relations counsel and assistance to the administration, School Board and schools.
- *(11) Oversees and edits the writing and production of communication materials.
- *(12) Recommends innovative avenues of communication for external and internal audiences.
- *(13) Solicits feedback through formal and informal means on activities, products and purposes of the community relations program and the school district in general.
- *(14) Develops and maintains accurate records of the district's public relations program.
- *(15) Expedites responses to inquiries and complaints received by the department from citizens, news media and school personnel.
- *(16) Provides in-service training as required on public and community relations.
- *(17) Serves as a member of the Superintendent's cabinet.
- (18) Performs related duties as required.

PHYSICAL REQUIREMENTS:

Light work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.

Length of work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 11

- * Essential Performance Responsibilities

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

COMMUNICATIONS MANAGER

SALARY SCHEDULE: ADMINISTRATIVE – D

COST CENTER: COMMUNICATION AND COMMUNITY RELATIONS (9075)

QUALIFICATIONS:

- (1) Bachelor's Degree from an accredited educational institution in Communications, Journalism, Broadcast Media, Mass Communications, Public Relations, Public Administration or related field.
- (2) Minimum of five (5) years of progressively responsible professional experience in communications, public relations or public information, some of which must be in a supervisory or management capacity.
- (3) Experienced in planning, implementing, evaluating, budgeting, and managing personnel.
- (4) Preferred: Experience in communications, public relations or public information with public schools, a large non-profit organization or a governmental agency.

KNOWLEDGE, SKILLS AND ABILITIES:

Effective oral and written communication skills. Successful experience in media relations, press interviews and crisis communications. Ability to target messages to different audiences. Positive interpersonal relationship skills. Ability to be proactive, creative and detail-oriented and to prioritize functions and manage time and stress effectively. Knowledge of media and community relations, including understanding of and communication with target audiences. Current technology skills and experience in graphic arts, publications and/or photography desired.

REPORTS TO:

Superintendent or designee

JOB GOAL

To provide administrative oversight and leadership for the planning, development and implementation of the School District's internal and external communications, public relations and outreach programs.

SUPERVISES:

Various Administrative and Classified staff.

PERFORMANCE RESPONSIBILITIES:

- *(1) Manages communications and community relations initiatives and activities for the District. Manages staff members who support these initiatives and activities. Works with external service providers, consultants and vendors, as needed and/or directed by supervisor, on these and other tasks described below.
- *(2) Develops, implements and evaluates comprehensive internal and external District communication plans, procedures and processes, including but not limited to publications, media relations, electronic communications and television production for The Education Channel.
- *(3) Ensures consistent branding and messaging.
- *(4) Serves as information liaison between the District and the community at large and as an intermediary between the District and the media. Ensures that inquiries for information about the District are addressed in a timely manner. Promotes media coverage for newsworthy accomplishments and events. Serves as spokesperson for the District when appropriate; facilitates media interviews with School Board members, administrators and other subject matter experts.
- *(5) Coordinates crisis communications for the District and schools.
- *(6) Reviews and evaluates the District's ongoing community relations initiatives.

COMMUNICATIONS MANAGER (continued)

- * (7) Administers department budget; supervises and collaborates with staff and/or contractors assigned to the Communications and Community Relations Department.
- * (8) Provides professional public relations counsel and assistance to School Board members and District and school administrators. Advises School Board and District staff on communications and community relations issues.
- * (9) Recommends innovative avenues of communication for external and internal audiences.
- * (10) Solicits feedback through formal and informal means on the activities, products and purposes of communications and community relations initiatives and the District in general.
- * (11) Provides training for District staff on communications, community relations and media relations, as requested.
- * (12) Serves as a positive and professional advocate for students and an ambassador to the community to improve public confidence in and support for the District.
- * (13) Exercises leadership in promoting and implementing the District's vision, mission, goals and strategic commitments.
- * (14) Initiates and supports effective communication among the staff and other internal audiences in the District, including parents, students and volunteers.
- * (15) Interacts with parents, community members, business leaders, public officials and service agencies to improve understanding of and support for District initiatives and priorities.
- * (16) Supervises assigned personnel, conducts annual performance evaluations and makes recommendations for appropriate employment action.
- * (17) Prepares or oversees the preparation of required reports and maintains appropriate records.
- * (18) Maintains a network of contacts and peer support through professional organizations.
- * (19) Performs related duties as required.

PHYSICAL REQUIREMENTS:

Light work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.
Length of work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 11

Essential Performance Responsibilities

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

COMMUNICATIONS SPECIALIST

SALARY SCHEDULE: ADMINISTRATIVE – E

COST CENTER: COMMUNICATIONS AND COMMUNITY RELATIONS DEPARTMENT (9075)

QUALIFICATIONS:

- (1) Bachelor of Science or Bachelor of Arts Degree from an accredited educational institution in Journalism, Communications, Public Relations, Marketing, or related discipline
- (2) Minimum of three (3) years professional experience in one (1) of the above fields.
- (3) Supervisory experience.

KNOWLEDGE, SKILLS AND ABILITIES:

Strong oral and written communications skills. Knowledge of media and community relations, including understanding of identification of and communication with target audiences. Strong interpersonal skills. Current technology skills. Demonstrated creativity and initiative. Ability to independently identify, plan, organize and prioritize activities required to complete assignments. be creative and very detailed in assignments. Graphic arts, publications and/or photography experience desired.

REPORTS TO:

Director of Communications

JOB GOAL

To provide support for effective internal and external communications and community relations, and to assist in the development of a visible and consistent position of the Sarasota public schools as an efficient, successful, student-centered service organization.

SUPERVISES:

Secretary

PERFORMANCE RESPONSIBILITIES:

Assists the Director of Communications and Community Relations to:

- * (1) Serve as a positive and professional advocate for students and an ambassador to the community to improve public confidence in and support for the District.
- * (2) Exercise leadership in promoting and implementing the District's vision, mission, goals and strategic commitments.
- * (3) Facilitate communication between the District and the community through written and electronic media.
- * (4) Initiate and support effective communication among the staff and other internal audiences in the District, including parents, students and volunteers.
- * (5) Serve as spokesperson for the District when appropriate.
- * (6) Develop and publish informational materials, including news releases, brochures, newsletters, e-mail and web-site content for general and specific target audiences.
- * (7) Serve as liaison with area news media through timely and thorough responses to inquires and by arranging news conferences when appropriate.
- * (8) Promote media coverage for important district, staff and student accomplishments and newsworthy events.
- * (9) Respond to individual inquiries for information about the school district.

COMMUNICATIONS SPECIALIST (Continued)

- *(10) Develop community outreach activities.
- *(11) Design and execute a structured Community Engagement Program.
- *(12) Arrange tours of schools and other district facilities for community members, business partners, public officials, visiting dignitaries and others.
- *(13) Interact with parents, community members, business leaders, public officials and service agencies to improve understanding of and support for District initiatives and priorities.
- *(14) Advise district staff on communications and community relations issues.
- *(15) Provide professional development and staff training in effective communication and community relations.
- *(16) Supervise assigned personnel, conduct annual performance evaluations and make recommendations for appropriate employment action.
- *(17) Prepare or oversee the preparation of required reports and maintain appropriate records.
- *(18) Supervise the Communications and Community Relations Department in the absence of the Director.
- *(19) Maintain a network of contacts and peer support through professional organizations.
- *(20) Perform as directed other tasks consistent with the goals and objectives of this position.

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.
Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 11

*Essential Performance Responsibilities