The communications audit process is an outstanding tool in that it allows for a fresh review of the effectiveness of communications in the district, as well as a robust understanding of the communications needs of stakeholders.
An audit enables district communicators to gain a greater understanding of how external and internal stakeholders perceive the organization and its schools. It offers a sense of what stakeholders think about a district's current communications efforts, what information is of particular interest to stakeholders and how they prefer to receive that information.
We refer to “stakeholders” broadly, to include parents, families, community members, staff members, and anyone else the district may need to reach through its communications efforts.
INVENTORY OF CURRENT PRACTICES
Becca provided Joe with information about current practices in early August.

STAKEHOLDER SURVEYS
Stakeholder surveys will take place in late October.

VIDEOS
Two videos are currently in discussion for completion prior to winter break.

DONOVAN GROUP CREATES REPORT
A report will be provided to DPS109 and presented to the Board of Education.
INVENTORY OF CURRENT PRACTICES
The Donovan Group reviews all the district's current communication practices, including the methods used to reach stakeholders. For example, does the district currently use hard-copy direct mail, e-newsletters, or social media? They examine current practices and determine what is working well and the areas in which the district can improve.

STAKEHOLDER SURVEYS
The Donovan Group has found that surveys provide valuable feedback regarding the district's current communications efforts. The surveys help them to understand baseline data related to how people come to think about the district, where they get their news, and the challenges they experience accessing news and information about the district.
QUESTIONS?