



REDESIGN COMMUNICATIONS BRIEF

This brief outlines Providence Public School District’s communications campaign to raise awareness and inform students, families, teachers, administrators, community partners, and other stakeholders of Providence Redesign Schools and their academic offerings.

ORGANIZATION

Providence Public Schools Redesign Team

TARGET AUDIENCE

PRIMARY

- Students
- Families
- Teachers
- Administrators
- School Staff

SECONDARY

- Community Partners
- Elected Officials
- Media Outlets

TERTIARY

- Potential new families moving to Providence

KEY AUDIENCE INSIGHTS

- Providence Public School District (PPSD) plans to redesign five schools beginning in fall 2023-2024.
- This plan should primarily spark interest among school communities, and gain support from community stakeholder.
- This plan should motivate community partners such as post secondary institutions to join the Redesign.

REDESIGN TEAMS

PPSD Redesign Teams engaged in rigorous and data-driven processes to reach the Redesign plan. Redesign Teams included:

- Community Advisory Board members (CAB)
- School Administrators
- Teachers
- Parents of current students
- District staff

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CAMPAIGN OBJECTIVES

- To increase the number of applicants to the five PPSD Redesign Schools
- To raise awareness of PPSD Redesign Schools' opportunities
- To attract and retain teachers and staff for PPSD Redesign Schools
- To drive more traffic to the PPSD Redesign Schools' District website pages

TACTICS:

1. To direct campaigns targeting staff, students and families beginning in August
2. To direct campaigns targeting community partnerships and media outlets beginning in August

DELIVERABLE:

1. A road map that provides a planned approach to executing an exciting Redesign marketing roll out

KEY PERFORMANCE INDICATORS (KPIs)

- Targeted number of applicants to PPSD Redesign Schools
- Targeted number of teachers applying or transferring to Redesign positions
- Increase traffic to providenceschools.org website Redesign pages
- Targeted number of leads generated through social media campaigns (click through rates, shares, direct messaging)
- Targeted number of partnerships formed for Redesign schools

THE BIG IDEA

The Providence Public School District's student body is a diverse, multilingual community of learners who yearn for schools that cultivate and invest in their interests, talents, and identities. Through a Redesign process at five schools, PPSD is creating new school options focused on 21st Century Learning Skills that meet student and family interests and prepare them for success in college or career.

ADVANTAGES WE PROVIDE TO OUR AUDIENCE

- We are a large district that can offer distinct and engaging learning experiences that meet the needs and priorities of students and families.
- We have a passionate, dedicated educator workforce.
- We are part of a thriving city with a renewed commitment to investing in and improving the public school district.

CREDIBILITY / REASONS TO BELIEVE

Under the Providence Turnaround there have been several developments highlighting the progress being made to offer all students a high-quality education. Check out PPSD's "it's good news" section on our website <https://www.providenceschools.org/> as well as our newsletters and social media feeds for current spotlights focused on the success of our students and educators.

WHAT WE WANT THEM TO DO

- To apply to the PPSD Redesign Schools
- To gain awareness of educational options offered by Redesign Schools

MEDIA TACTICS

- Communication directly with students, families, and educators
- Leverage earned media
- Invest in paid print advertising
- Invest in paid social media advertising
- Invest in paid radio advertising

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DELIVERABLES

COMMUNITY LETTER	Explain the new Redesign Schools and concepts to community stakeholders
FAMILY LETTER	Explain the new Redesign Schools and concepts to students and families
COMMUNITY MEETINGS	Meet with community to directly engage stakeholders
BRANDING CREATIVE FOR NEW SCHOOL REDESIGNS	Create design concepts to better inform stakeholders
PRESS ENGAGEMENT	Work with media contacts through press releases, Op-Eds, public events, and interviews to raise awareness of new educational opportunities for students and families
SCHOOL CHOICE PROFILES (SCP)	Update print brochures and website
SCHOOL CHOICE FAIR	Prepare table and marketing materials including program fliers and FAQ sheets

SCHEDULE & MILESTONE DATES

PHASE 1: WHAT'S BEEN DONE ALREADY

The District has been engaging families, teachers, and administrators around redesign to develop meaningful input throughout the application process. There is more work to be done to bring redesign to life but the following examples demonstrate past district and school-level engagement to collect and integrate the community's vision for Providence's redesign schools.

- Direct communication with students, families, staff, community partners including Community Advisory Boards (CAB)
- Engagement of teachers, administrators and district staff

» DELSESTO MIDDLE SCHOOL

THEME: Science, Technology, Engineering, Arts, Mathematics (STEAM)

Stakeholder engagement

- Engaged colleagues, students, families, and community partners who are committed to the entire DelSesto community
- CAB and faculty participated in the Needs Assessment and Root Cause Analysis session
- Bi-weekly meetings with Redesign Team to support in the development of the Redesign application
- On-going conversations with RIMESA to expand partnership to support instruction and project-based learning
- Active participation in exciting conversations about instructional strategies, interdisciplinary learning, content knowledge, and upcoming school events
- Principal-led discussion on faculty understanding of teacher roles in the Redesign process and implementation

» **DR. JORGE ALVAREZ HIGH SCHOOL**

THEME: *Healthcare and Finance Careers*

Stakeholder engagement

- Quarterly meetings with the CAB
- Final Presentation and Feedback Needs Assessment and Root Cause Analysis
- Monthly parent engagement sessions (Coffee Hours with the Principal)
- Industry Recruitment Night and Redesign Overview for parents and students
- Parent Final Redesign Presentation and Feedback Survey
- Engagement with teacher leaders and instructional leadership teams (ILTs) around Redesign
- Bi-weekly meetings with Redesign team (over 20 sessions)
- Focus Groups and Root Cause Analysis sessions
- NAF school visits

» **HOPE HIGH SCHOOL**

THEME: *Visual and Performing Arts*

Stakeholder engagement

- Monthly meetings with CAB and School Improvement Team (SIT)
- Teacher focus groups on arts education and collaboration
- Student focus groups on the student experience, climate and culture
- Bi-weekly meetings with Redesign team (over 20 sessions)
- School visits including Boston Arts and Beacon Charter
- Three writing retreats at Brown University with design team (students, staff, community partners)
- Summer 2023 art education professional development
- Student engagement interviews

» **JUANITA SANCHEZ EDUCATIONAL COMPLEX (JSEC)**

THEME: *Life Sciences Institute*

Stakeholder engagement

- Teacher and CAB participation in the Redesign Needs Assessment and Root Cause Analysis session
- Quarterly CAB meetings to review Redesign application development and generate stakeholder input
- Redesign Writing Retreat at Rhode Island Foundation with faculty and staff
- Meeting with Brown University and Rhode Island Hospital faculty on developing student programs and experiences aligned to the Redesign plan
- Parent focus groups aligned to redesign student engagement and post-secondary goal planning

» **MOUNT PLEASANT HIGH SCHOOL (MPHS)**

THEME: *Early College & Career*

Stakeholder engagement

- Faculty and CAB participation in the Redesign Needs Assessment and Root Cause Analysis session
- Monthly meetings with CAB
- Bi-weekly Redesign team drafting meetings with CAB and faculty members
- Principal-led Redesign overview presentation for faculty and small-group engagement sessions targeting supports for multilingual learners (MLLs) students through Redesign
- On-going planning and strategy meetings with Rhode Island College
- Conversation with faculty and parents on building investments and design to improve instruction
- Three Redesign Writing Retreats at Brown University with design team (students, staff, community partners)

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REDESIGN TEAMS COMPOSITION

Process

- Conduct Redesign working sessions
- Support and assessment of Redesign model choices
- Facilitate writing retreats with Redesign Teams

Outcomes

- Submission of five Redesign applications
- Quarterly and monthly CAB/SIT meetings
- Over **20 Redesign Team meetings** per school over the last eleven months

PHASE 2: MOVING FORWARD INTO 2023-24 SCHOOL YEAR (TENTATIVE TIMELINE)

The District is elevating the importance and benefits of Redesign Schools and will be sharing with the Providence community how Redesign efforts will improve student outcomes, deepen student learning and support teachers to instruct in an innovative environment. The District will conduct targeted outreach to parents and students to inform them of the Redesign models, what Redesign means for their learning experience and to capitalize on this opportunity to recruit for school-level stakeholder organizations and build new partnerships.

» COMMUNICATE WITH STUDENTS, FAMILIES, STAFF, COMMUNITY PARTNERS INCLUDING SITs & CABS

- **August 2023:** Develop a digital campaign sprint to generate interest in Redesign opportunities
 - Timing is very aggressive (by start of August)
- **August 2023:** Work with principals to identify champions in each school to support new concepts
- **September 2023:** Update all school websites with Redesign plans, branding, information and FAQs
- **September 2023:** Deploy family and staff communication to raise awareness of new concepts
- **September 2023:** Design branding for each new Redesign School
- **September 2023:** Design marketing collateral for each new Redesign School
- **September 2023:** Create web presence for each new Redesign School
- **October 2023:** District and school staff will hold town halls at elementary schools for rising 6th graders and middle schools for rising 9th graders
- **October 2023:** Spotlight new Redesign concepts in District newsletter

- **December 2024:** Reevaluate social media campaign results to reassess and launch an updated campaign
- **School Choice Fair: January 2024**
 - Update and print school profiles
 - Create collateral for fair
 - Create banners for comprehensive presentation
- **January 2024:** Evaluate and execute social media strategy for each new Redesign school
- **March 2024:** Conduct family and student tours of new schools
- **March 2024:** Plan and execute launch events to create excitement and raise attention

PHASE 3.1: OPENING 2024-25 SCHOOL YEAR (Tentative Timeline)

The District will accelerate outreach, distribute information and work to ensure all stakeholders understand the transformative work emerging from Redesign schools.

- April - June 2024:** Press engagement to announce opening of new Redesign schools and launch events
- August 2024:** Launch event for each school
- January - March 2024:** Plan and organize guest lecturers who lead the Redesign fields to help get students excited about the career opportunities in the Redesign schools
- September 2024:** Identify a student to shadow through the school year in a Redesign school and showcase the students journey in photos and videos
- November 2024:** Create and launch Redesign Schools’ videos

Category	DelSesto Middle School	Dr. Jorge Alvarez High School	Hope High School	Juanita Sanchez Educational Complex (JSEC)	Mount Pleasant High School (MPHS)
Theme	Science, Technology, Engineering, Arts, Mathematics (STEAM)	Healthcare and Finance Careers	Visual and Performing Arts	Life Sciences	An early college model school with dual and concurrent enrollment
Pedagogy	Inquiry-based instructional practices with robust SEL supports	Project-based learning and work-based learning instruction	Project-based learning and integrated arts instruction	Project-based and work-based learning focused on life sciences and biotechnology	Project-based learning with an early college focus
CTE	Pre-CTE courses in SeaPerch, Robotics and Project Lead the Way	Offer CTE programs in Certified Nursing Assistant, Community Healthcare Worker, Emergency Management Technician and Finance	Offers CTE program in Visual Arts	Offers CTE programs in BioMedical Technology	Offers CTE programs in advanced manufacturing, pre-engineering, teacher academy, and computer science

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**MOUNT PLEASANT
HIGH SCHOOL**
*Early College and
Career*



HOPE HIGH SCHOOL
Visual and Performing Arts



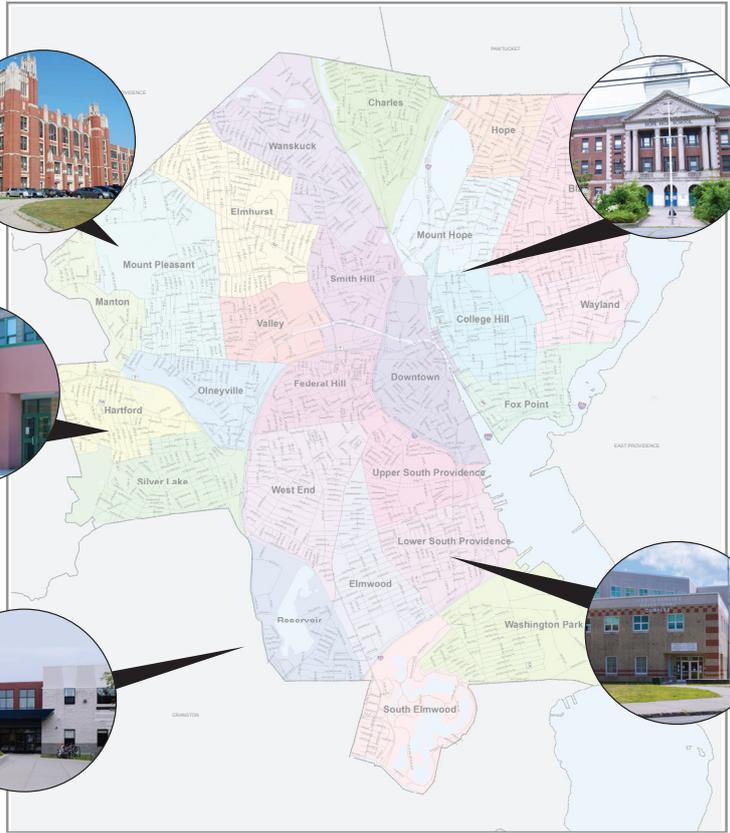
**DELSESTO
MIDDLE SCHOOL**
*STEAM (Science,
Technology, Engineering,
Arts, Mathematics)*



**DR. JORGE ALVAREZ
HIGH SCHOOL**
*Healthcare and
Finance Careers*



**JUANITA SANCHEZ
EDUCATIONAL COMPLEX**
Life Sciences Institute



PHASE 3.2: DISTRICT LEVEL SUPPORTS FOR SCHOOL-LED ENGAGEMENT 2023-24 SCHOOL YEAR:

Schools hire Redesign-focused staff that will work to implement the plan and support school leaders in transforming the student learning experience. Schools will partner with PPSD Redesign staff to communicate to the public, parents, families and staff.

- Ongoing:** Interpretation and translation services
- Ongoing:** Use of a template for communication and outreach opportunities
- Ongoing:** Design timelines and norms for parent and family engagement
- Ongoing:** Administration will provide support for surrounding Redesign and hold principals accountable
- Ongoing:** Engage communities with support from District specialists who can facilitate information sessions

PPSD’s Communication Office welcomes new insights and information to highlight incredible work happening in Providence Public Schools as part of the Redesign process. Information and attachments can be emailed directly to suzanne.ouellette@ppsd.com and jay.wegimont@ppsd.org.

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