

Rapoport Academy Communication Plan

Communication plan for Rapoport Academy Public School. The targeted audiences for this plan are staff, parents, community members, the Board of Directors, college partners, educational partners, and local businesses and industry representatives.

Media: Facebook users, Twitter users, Website users, Local printed papers including Waco Tribune Herald, El Tiempo, and The Anchor News

Strategy: Because we anticipate the varied exposure to the above media depending on the target audience, we use both modern electronic and traditional print media to get our message to the intended audiences as follows:

- Facebook's new advertising platform will let us target ads and "like" posts. As such, we will offer stories to those who like us and make sure those who do are most likely to have friends with similar interests.
- Twitter will be used for quicker purposes. Quotes, links to videos, student highlights, and the like will be our primary communication through this channel.
- The website will bring us the largest percentage of our electronic contact. As such, we have redesigned the site to be more intuitive, offer videos, student highlights, tour requests, enrollment information, event calendars, and customized pages for campuses and teachers. All parent interactions occur through the website including homework, teacher contacts, paying student bills, and grades. This encourages frequent visits to the site
- As our mission is to serve economically disadvantaged families and minority families, we also target the El Tiempo (a Spanish print newspaper) and the Anchor (a printed paper focused on the African American reader). We offer articles and place advertisements in these outlets. These are provided free across town and are heavily read by the targeted demographics.

Future formats: We understand the world of communication evolves constantly. We will continue to differentiate our communication and target both those that can sponsor and partner with us from a business/community standpoint and those we are trying to reach for enrollment purposes.

Closing: This document serves as a general guide to our communications and may change depending on the Academy's needs and focus.