

CLAY COUNTY DISTRICT SCHOOLS

Strategies for Growth, Engagement, and Support



Meet the Community Relations Team



Sabrina Thomas, Ed. S.

Chief Communications and
Community Engagement Officer

NSPRA Member
SUNSPRA Member



Tori Granese, M.A.Ed

Family and Community
Engagement Coordinator

NAFSCE Member
SUNSPRA Member



Trudi Boese

Graphic Designer

NSPRA Member
SUNSPRA Member



Paula Summers

Family and Community
Engagement Specialist

Communications



The CCDS Communications Department drives District success through three core components:

- **Digital Management & Training:** We oversee the District's entire digital ecosystem—social media, websites, and the OneClay app—while providing essential training to staff to ensure consistency across all schools.
- **Media & Public Relations:** We act as the central point of contact for media partners, coordinating information requests and interviews to ensure accurate and transparent reporting.
- **Creative Content & Branding:** Our team produces professional graphics, videos, and newsletters that compliment our marketing efforts, celebrate awards and milestones, and build a cohesive brand that reflects the excellence of Clay County District Schools.

Communications: Our Current Work



1. Media Relations

- **Press Management:** Drafting press releases and facilitating media inquiries/interviews.
- **On-Site Support:** Facilitating media presence at District events.
- **Public Records:** Managing public records requests.
- **Scripts:** Drafting official District updates and scripts.



5. Photography & Video (Multimedia)

- **Video Production:** Planning, scheduling, and recording.
- **Event Coverage:** Professional photography for awards, board meetings, and campus events.
- **Post-Production:** photo editing and light video motion graphics.



2. Graphic Design

- **Branding:** Logo design (District/Campus) and brand consistency management.
- **Publications:** Newsletters, brochures, flyers, and recruitment collateral.
- **Advertising:** Print and digital ads (Clay Today, Facebook ads, enrollment campaigns).
- **Templates:** Graphics for social media, certificates, and presentations.



6. Social Media & Analytics

- **Daily Engagement:** Managing daily posts and monitoring community engagement.
- **Campaigns:** Promoting district accolades (National Merit, Niche rankings, etc.).
- **Growth:** Analyzing digital growth and engagement analytics.



3. Crisis Communications

- **Alert Systems:** Coordinating safety alerts with CCSO and drafting emergency robocalls.
- **Emergency Graphics:** Weather updates and safety/security digital deliverables.
- **Training:** Training administrators and staff on Alert systems and communication tools.



7. Website & Digital Presence

- **Content Management:** Daily website updates and ADA digital accessibility compliance.
- **App Management:** Troubleshooting and managing the District App (Apptegy/OneClay).
- **Digital Signage:** Animated marquee graphics and web-based ads.



4. Events & Public Relations

- **Major Ceremonies:** Apple Awards, State of Schools, Fine Arts Gala, Athletic Awards, and Graduations.
- **Outreach:** Ribbon cuttings, CTE Nights, Enrollment Marketing, and Special Days Calendar.
- **Logistics:** Managing Peachjar, translation compliance, and Board meeting support.



Family and Community Engagement

The FACE Department drives student success by focusing on three core components:

- **Volunteer Management:** Organizing the recruitment, vetting, and placement of thousands of volunteers who support our classrooms and extra-curricular programs.
- **Outreach & Events:** Leading the District's presence at community events and hosting signature experiences that strengthen the connections between home and school.
- **Family Education:** Providing 24/7 access to parenting and educational resources through the **Virtual Parent Academy**, ensuring families are equipped to support their children's success.

FACE: Our Current Work



1. Volunteer

- **Volunteer Process** Supports schools with a clear, consistent, and safe volunteer onboarding process.
- **Volunteer Training/Procedures:** Provides training and guidance to ensure effective and compliant volunteer engagement.
- **Recognition Programs:** Supports schools in earning recognition for strong family and volunteer engagement.
- **School Volunteer Coordinator Support:** Ongoing communication, resources, and troubleshooting for school-based volunteer coordinators.
- **Volunteer Data & Tracking:** Monitoring volunteer participation to identify trends, gaps, and growth opportunities.



2. Family Engagement & Support

- **Family Challenge Activities:** Encourages learning and connection at home.
- **Parent Organizations:** Strengthens school-family partnerships.
- **Registration Rally:** Assists families with enrollment.
- **Virtual Parent Academy:** Provides families with learning and support opportunities and access 24/7
- **Family Communications Support:** Improves clarity and consistency of messaging.
- **Community-Based Family Events:** Builds relationships beyond the school day.



3. School & Department Support

- **Department/School Event Support:** Helps plan and execute school and district events.
- **In-Service Day Trainings:** Provides professional learning and staff development.
- **Appetegy/Rooms Support:** Assists with digital tools and classroom technology.
- **Supplementary Social Media & Website Content:** Supports schools with communications and online presence.
- **Collaboration with Content Specialists:** Coordinates with Fine Arts, Early Learning, CTE, Safety & Security, and more.
- **Crisis & Safety Support:** Assists schools with communication and reunification during emergencies.



4. Operations & Enrollment

- **Registration:** Streamlining the registration process and hosting Registration Rallies.
- **Tracking & Data:** Managing enrollment tracking and facilitating withdrawal surveys.
- **Activity Logistics:** Oversight of the processes for field trips and student clubs/sponsors.



5. Community Outreach & Partnerships

- **Strategic Partnerships:** Building community partnerships and managing the School of the Month program.
- **Youth Initiatives:** Coordinating LifeFlight Teen Safe Driving Seminars and Boys & Girls Club growth.
- **Events:** Planning and executing community-wide events and the "Walk, Bike, & Roll to School" initiative.

The Clay Connection



Building Trust through Confident Communication & Engagement



STAFF SUPPORT

Confident use of tools
& ongoing training



FAMILY ENGAGEMENT

Meaningful, Accessible
communication



DISTRICT CONNECTION

Deepened trust & shared community

Connecting our
Community Through the
Power of One Voice.

CCDS Enrollment Marketing Plan

Purpose: To strategically increase enrollment through targeted communication, improved digital experiences, and a focus on community engagement.





The Three Goals of the CCDS Marketing Plan


Digital Excellence & Brand Storytelling

Using Apptegy to share our school stories and keep every family connected.

An illustration of a smartphone displaying social media-style content, including a profile picture, a heart icon, and a Wi-Fi symbol.


Capturing the Entry Points

Helping every family find the perfect learning path for their child within our district.

An illustration of a schoolhouse with a clock tower and a flag. Below the schoolhouse, a compass is shown at the center of a Y-shaped road that splits into two paths, symbolizing choices or entry points.

The “Family Experience”

Making it easier than ever for families to connect with us in meaningful and positive ways.

An illustration of a family consisting of a father, mother, and two children standing and talking to a group of school staff members in front of a doorway.



Goal 1: Digital Excellence & Brand Storytelling

Strategy: Meet parents where they are (online) and strengthen trust, transparency, and confidence.

- **Actions Items:**

- **"Why I Chose Clay":** A testimonial series featuring real families and students to highlight positive experiences within CCDS.
- **Seamless Enrollment:** Refreshing the website to include a high-visibility "Enroll Now" path.
- **"Discover Clay Campaign":** A unified communication effort for enrollment.

Goal 2: Capturing the Entry Points



Strategy: Secure families early (VPK & Kindergarten) and at key re-entry points to ensure long-term retention.

- **Actions Items:**

- **Direct Outreach:** Mailers, newsletters, social media.
- **Early Engagement:** "Welcome to Kindergarten" events and school tours.
- **Pathways Marketing:** Spotlight the special programs available at each school site (AICE, Pre-AICE, CTE, AP, IB, Dual Enrollment, Athletics, Fine Arts, JROTC, STEAM, Montessori, Virtual Options, and Extracurriculars)

Goal 3: The "Family Experience"



Strategy: Market school sites as "Welcome Centers"

- **Actions Items:**

- **Experience Alignment:** Training for staff on how to welcome, recruit, and retain families.
- **"Ask Clay" Concierge:** A centralized point of contact to create meaningful connections efficiently.
- **Community Presence:** Pop-up informational tables at high-traffic community locations (libraries, parks, local events).



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Market Analysis: External Outreach Landscape

Comparative Analysis of Traditional Media Costs in the Jacksonville Metro Area

Outreach Channel	Service Scope	Market Rate (Monthly)
Traditional Outdoor	2 Digital Billboards (High-Traffic Clay Corridors)	\$5,500
Broadcast Media	Local Radio (WOKV/WJBT) & Streaming TV	\$5,700
Direct Mail	10,000 Household Mailers (Print/Postage/Labor)	\$7,800
Digital Presence	Geo-fenced Social Media & Search Ads	\$1,500
ANNUALIZED TOTAL	Projected Yearly Market Engagement	\$325,600+

Benchmarking District Operating



Comparative Analysis: Clay County vs. Sarasota County Outreach Strategies

Feature	Sarasota County Model	Clay County (Current Model)
Department Staffing	12–14+ Specialized Allocations	4 Cross-functional Allocations
Funding Source	Ad Revenue & Corporate Sponsorships	General Fund (Taxpayer Dollars)
Primary Revenue	Selling ad space on fences, gyms, website, etc.	Focus on maximizing state/local FTE
Annual Ad Spend	High - budget external placements	Low - prioritizing “free” organic channels, local news, and mailers



Strategic Roadmap: From Foundation to Expansion (Customer Service)

Maximizing Lean Resources while Building for Future Growth

Current Focus: "Inside-Out" Strategy

- **The Power of 4:** Leveraging a cross-functional team to manage 43+ schools and 100+ digital platforms.
- **The "Ambassador" Model:** Scaling our reach by training school-level staff as primary brand storytellers.
- **Owned Media Mastery:** Reaching 100% of current families through \$0-spend internal channels (Apptegy, Peachjar, Email).
- **Word-of-Mouth Engine:** Prioritizing the "Five-Star Family Experience" to drive organic community referrals.

Future Vision

We want to build a future where our message is both strong and wide-reaching. We are starting by making the most of the platforms we use right now. Once that foundation is solid, we will grow by adding new tools and better ways to reach out and stay connected with our audience.

CLAY COUNTY DISTRICT SCHOOLS

THANK YOU!

Questions?



Discovering Endless Possibilities