

# Your School Comms Scorecard: How Effectively Are You Connecting?

In just minutes, you'll see where your work is already shining and find new ways to amplify your school's unique voice.

## RATE YOUR SCHOOL'S PERFORMANCE:



SECTION	REFLECTION	SCORE (0-5)
Strategic Focus & Goals	How well have you defined your communication targets and objectives? <i>Key Areas:</i> Community demographics, student enrollment, staff recruitment, community engagement, alumni support	
District/School Brand Identity	Does your brand effectively represent your institution's values, image, and ethos? <i>Key Areas:</i> Logo & key messaging consistency, clear brand guidelines	
Internal Alignment	Are your internal processes and culture in sync with your external image? <i>Key Areas:</i> Internal communication, collaborative culture, school-to-family communication	
Print & Digital Materials	Do your materials tell a story? <i>Key Areas:</i> Realtor materials, signage, annual reports, presentation & flier templates	
School Website	Is your website an updated, primary source of information and accessible to all? <i>Key Areas:</i> Brand consistency, mobile-first, content calendar, search works, parent/student portal, analytics	
Social Media Presence	Are you actively engaging your audiences on digital platforms? <i>Key Areas:</i> Frequent posts, manageable accounts, effective engagement, branded templates, up-to-date standards (reels, graphic sizes, description character counts, etc.)	
Community Engagement	How strong are your relationships with diverse local audiences and leaders? <i>Key Areas:</i> Key communicators, business partnerships, budget communications, voter turnout	
Media & Public Relations	Do you have consistent and positive thought leadership and news coverage? <i>Key Areas:</i> Local features, achievement spotlights, educational journal contributions	
School Events & Outreach	Do your events build school community? <i>Key Areas:</i> Open house attendance, arts performances, sports events, volunteer programs, local fair participation	
Reputation Management	Are you proactively prepared to manage issues and handle crisis communications? <i>Key Areas:</i> Issues management, reputation monitoring, crisis comms	
TOTAL SCORE		____/50

## UNDERSTANDING YOUR RESULTS

### 0-9 Beginning

You get to design from the ground up. Start with research and goals, then draft a plan. We're here to help if you need a coach.

### 10-19 Emerging

Consider this a great opportunity for comms coaching. Write a plan to strengthen your framework and measure your success!

### 20-29 Developing

Focus on consistency, update old materials, and consider more community engagement. Be strategic to elevate your approach.

### 30-39 Proficient

Great work reaching your community. Look to personalize and diversify your outreach. Set stretch goals to enhance your communication.

### 40-50 Exemplary

Consider submitting for awards, presenting at conferences, and mentoring others. Stay focused on your goals!

## NEXT STEPS

1. Share results with your administrative team and board.

2. Identify top priorities for the upcoming school year.

3. Allocate resources for critical improvements.

4. Schedule a follow-up audit in 6-12 months.

At CEL Marketing PR Design, we understand that effective communication is the cornerstone of a thriving educational community. This scorecard is just the beginning. Let's work together to ensure your school's story is shared in a **creative, effective, and lasting** way.