



2024-2025 Communications Annual Plan

Guiding Principles

MISSION

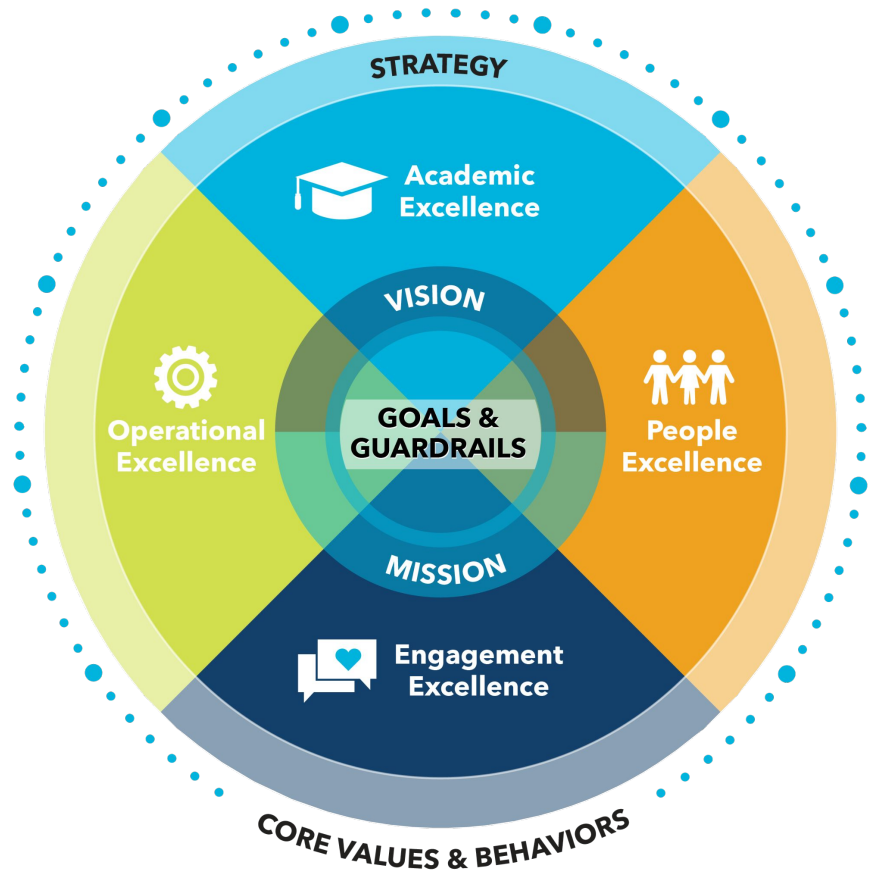
The mission of Charlotte-Mecklenburg Schools is to create an innovative, inclusive, student-centered environment that supports the development of independent learners.

VISION

The vision of Charlotte-Mecklenburg Schools is to lead the community in educational excellence, inspiring intellectual curiosity, creativity, and achievement so that all students reach their full potential.

STRATEGY

CMS leads the way, charting a pathway of endless possibilities, for students and employees, through a connected ecosystem of families, community and organizations, both public and private.



PILLARS OF EXCELLENCE



Academic Excellence

Charlotte-Mecklenburg Schools commits to educating the whole child to world class standards and will provide a criteria-aligned comprehensive curriculum.



People Excellence

Charlotte-Mecklenburg Schools commits to an improved employee experience inclusive of enhancing recruiting, retention, and training opportunities.



Operational Excellence

Charlotte-Mecklenburg Schools commits to operational efficiency and effectiveness through safe and clean environments, the best technologies for students to learn, prudent spending, and enhanced data use.



Engagement Excellence

Charlotte-Mecklenburg Schools commits to being a collaborative and inclusive community partner, ensuring consistent two-way communication to equitably meet needs, source funding, and create new opportunities for all.

Strategic Plan Overview

We are future-focused.

Our mission is to create an innovative, inclusive, student-centered environment that supports the development of independent learners.

We are community-driven.

Our vision is to lead the community in educational excellence, inspiring intellectual curiosity, creativity, and achievement so that all students reach their full potential.

Goals

Goals reflect our vision and will help us attain it.

Improved
Early Literacy
in Grades K-2

Improved
Literacy Skills
in Grades 3-8

Strengthened
Mathematics
Performance

Post-Grad
Readiness

Guardrails

Guardrails embody our values.
These are not outputs, but ways of being at Charlotte-Mecklenburg Schools.

Equity over
Equality

Safety &
Security

Attending to the
Whole Child

High Quality
Teachers

Pillars of Excellence

Academic Excellence
Empower academic
success

People Excellence
Enable a thriving
workforce

Operational Excellence
Deliver efficient
operations

Engagement Excellence
Forge strong community
partnerships

Excellence without exception.

For more information, please see our full report.



Engagement Excellence

Pillar: Engagement Excellence

Fostering collaborative and inclusive community partnerships, ensuring consistent two-way communication to equitably meet needs, source funding, and create new opportunities for all.

PRIORITY Ee3:	Establish open dialogue for two-way communication between the district and community, providing clear information and listening attentively.
STRATEGY Ee 3.001: Maintain effective collaboration with media partners to share positive and uplifting stories of Charlotte-Mecklenburg Schools and our students.	
Wildly Important Goal	Increase the the number of pitches that are picked up by our media partners from 120 to 132 by June 2025.
Key Levers	<ul style="list-style-type: none">● Provide media interaction preparedness training for Executive Leadership to advance Charlotte-Mecklenburg Schools story● Continue to build and foster positive relationships with media
Performance Measure(s)	Number of staff participated in media training Weekly Report Pitch Table
Collaborating Departments	All Central Office Departments

Pillar: Engagement Excellence

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PRIORITY Ee3:	Establish open dialogue for two-way communication between the district and community, providing clear information and listening attentively.
STRATEGY Ee 3.002: Continue to enhance and improve district and school websites, communication channels and social media.	
Wildly Important Goal	Increase monthly social media engagements by 1000 (year-over-year) by June 2025.
Key Levers	<ul style="list-style-type: none">• Develop a comprehensive communication schedule for all communication channels and platforms• Ensure that all district information is posted in a timely manner on all platforms• Develop a thematic communications calendar that aligns with district events, observances and initiatives
Performance Measure(s)	Instagram Analytics Sprout Social
Collaborating Departments	Technology

Pillar: Engagement Excellence

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PRIORITY Ee3:	Establish open dialogue for two-way communication between the district and community, providing clear information and listening attentively.
STRATEGY Ee 3.004: Improve internal communication structures to ensure all employees receive timely district news and important information.	
Wildly Important Goal	Increase the amount of ways staff can receive good news stories and important information (email, newsletter, video, text, etc.) from 2 modes to 4 modes to include a printed option and emails by June 2025.
Key Levers	<ul style="list-style-type: none">• Design and develop alternatives for getting timely information throughout Charlotte-Mecklenburg Schools (especially staff that are not actively on computers)• Train all Charlotte-Mecklenburg Schools staff on the process for sharing story ideas• Design and implement a media ambassador program where every department and school has identified key contacts to support elevating key newsworthy stories
Performance Measure(s)	Amount of Good News stories submitted monthly Number of modes (email, print, phone, call, video, text, etc.)
Collaborating Departments	All Central Office Departments

Pillar: Engagement Excellence

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PRIORITY Ee3:	Establish open dialogue for two-way communication between the district and community, providing clear information and listening attentively.
STRATEGY Ee 3.005: Communicate with families in multiple languages and modes to best meet their needs.	
Wildly Important Goal	Maintain ParentSquare contactability rate between 90% to 100% through June 2025.
Key Levers	<ul style="list-style-type: none">● Identify communication modality needs for Charlotte-Mecklenburg Schools families● Provide district communications in multiple languages
Performance Measure(s)	ParentSquare Contactables Dashboard
Collaborating Departments	Human Resources Technology

2024-25 Department Plans Index

Department	Executive and Internal Communications
WIG(s)	Increase internal communication platforms from 2 to 3 by June 2025.
Performance Measure(s)	Number of communications sent via platform 1 Number of communications sent via platform 2 Number of communications sent via platform 3
Department	Media Relations and Crisis Communications
WIG(s)	Increase the number of media trained cabinet members from .3% to 100% by June 2025.
Performance Measure(s)	Training Attendance
Department	Video and Content Production
WIG(s)	Increase and allocate funding from 0% to 100% for materials, space, resources needed to create a new CMS TV Studio by August 2025.
Performance Measure(s)	Budget Tracking