



# Public Relations

Teaming up to provide CNY schools the best communications services.



# CITI PUBLIC RELATIONS

## YOU CAN'T SPELL **SCHOOL PRIDE** WITHOUT **PR**



## WHO WE ARE

We are a team of award-winning public relations professionals employed by the Center for Instruction, Technology & Innovation (CiTi, formerly Oswego County BOCES), and we work to promote and publicize the great things happening in school districts. Geographically, we currently serve school districts in Oswego, Tompkins, Seneca, Cayuga and Wayne counties. We also serve three BOCES: TST, Cayuga-Onondaga and CiTi. Our home base is in Phoenix, NY, and we also have a satellite office in Ithaca, NY.

## WHAT WE DO

The CiTi Public Relations service exists to be communication leaders for public education clients, advising school districts on creative, strategic, innovative and effective communication solutions and collaboratively implementing those plans to enhance student learning and educational systems. Our service is designed to work with districts in creating and implementing their community public relations program, crisis communications and overall community presence. Usually, one person on our team is established as a lead account manager for your district. However, the team functions as a whole, with each member bringing a different skill set to the table. The entire team can be reached at: [pr@CiTiboces.org](mailto:pr@CiTiboces.org)



## HOW WE DO IT:



### GRAPHIC DESIGN

We work with your team to create a customized look and brand for your district. Newsletters, fliers, annual reports, social media graphics, posters, banners, calendars, business cards, letterhead and more.



### SOCIAL MEDIA

We create and manage social media accounts for school districts depending on their needs. It is important to keep social media pages fresh, so we work collaboratively with district administration and staff to post happenings in the classroom.



### WEBSITE CONTENT MANAGEMENT

We help maintain your school district website, keeping content, news and photos up-to-date and accessible. Looking for a new website? We partner with CNYRIC Digital Communication Tools for the development of a new site.



### STORY

Our service includes on-site story and information development; writing and editing feature stories based on ideas provided by staff. We write and distribute press releases to local media, earning placement in newspapers and on TV. Most stories highlight academics, project-based learning and school happenings. We use these stories to create content for websites as well as district newsletters and publications.



### CRISIS COMMUNICATIONS

We make sure that you have your lead account manager's cell phone number so that we can always be reached to assist with crisis communications during an emergency.



### VIDEO CREATION

We write script, conduct interviews and take footage to create digital video content that may be used on social media and/or the school district website.



# WHY PUBLIC RELATIONS:

## COMMUNICATION. CREDIBILITY. IMPACT.

Let us help you effectively communicate your message and establish your credibility through transparency. The frequency of clear and positive communication helps to create a public image that leaves an impact on your students, your staff and your community. The CiTi public relations team builds relationships with your district, the greater school community and media representatives. Through these relationships, we are able to relay school district news to your community members in digital, television and print formats.

## PRICING

CiTi public relations is a centralized service that is eligible for state aid. The CoSer is broken into four levels of service that correlate with a number of hours that best suits the district's needs and budget. We work with the district to set priorities and track time in a project management system. Approximate pricing using your state aid ratio is available upon request.

<b>Level I</b> .....	<b>80 Days of Service</b>
<b>Level II</b> .....	<b>120 Days of Service</b>
<b>Level III</b> .....	<b>160 Days of Service</b>
<b>Level IV</b> .....	<b>200 Days of Service</b>
<b>Enhanced Services*</b> .....	<b>Additional 20 Days of Service</b>

*\*Available to any district enrolled in the service wishing to increase their level of service for special projects that are only anticipated to have a brief duration.*

## HOW TO CONTACT US:

If you have a cool class project like a rocket launch, a student history presentation, a science fair or any other academic activity that we can showcase, please reach out to us in advance so we can mark it on our calendar!



[pr@CiTiboces.org](mailto:pr@CiTiboces.org)



**Naomi Himes**  
PR Coordinator  
315.963.4412



[CiTiboces.org/publicrelations](http://CiTiboces.org/publicrelations)



# CNYRIC DIGITAL COMMUNICATION TOOLS

## WEBSITES, GRAPHIC DESIGN, DIGITAL TOOLS AND MORE.



### CNYRIC WEBSITE DESIGN AND SUPPORT:

Our award-winning website design service provides a customized, user-friendly and modern website driven by dynamic data. Websites are a reflection of a school district's culture and a resource for stakeholders. Individual pages for teachers, departments and programs are easily created and maintained by our intuitive content management system. ADA compliance, Google integration and responsive designs are a major focal point. Our website design team is available for hands-on training as well as phone and email support.

### BLACKBOARD COMMUNITY ENGAGEMENT SOLUTION:

The Blackboard suite of products allows you to create an integrated communications strategy that covers every channel and device your audiences are using. Products sync together in an easy, quick one-stop solution. Ability to purchase the entire package or pieces of the package. Service is provided by Blackboard and a 24/7 online support network. Features include a website creation tool, mobile communications app, mass notification system, social media manager, and a built-in website ADA accessibility checker.

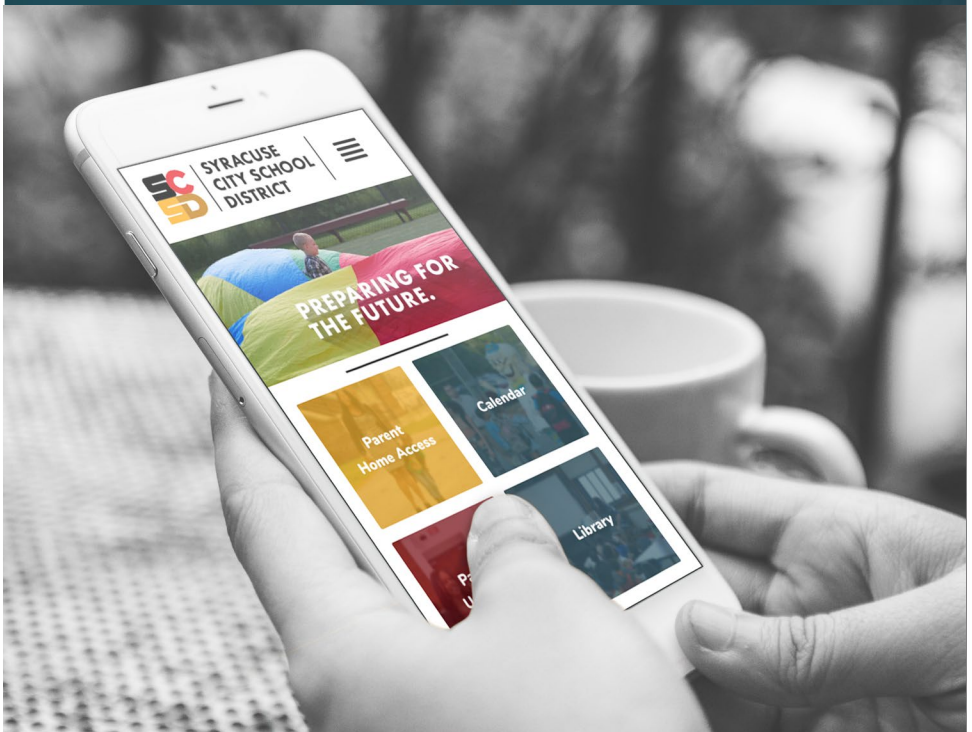


## SCHOOLMESSENGER MASS COMMUNICATIONS

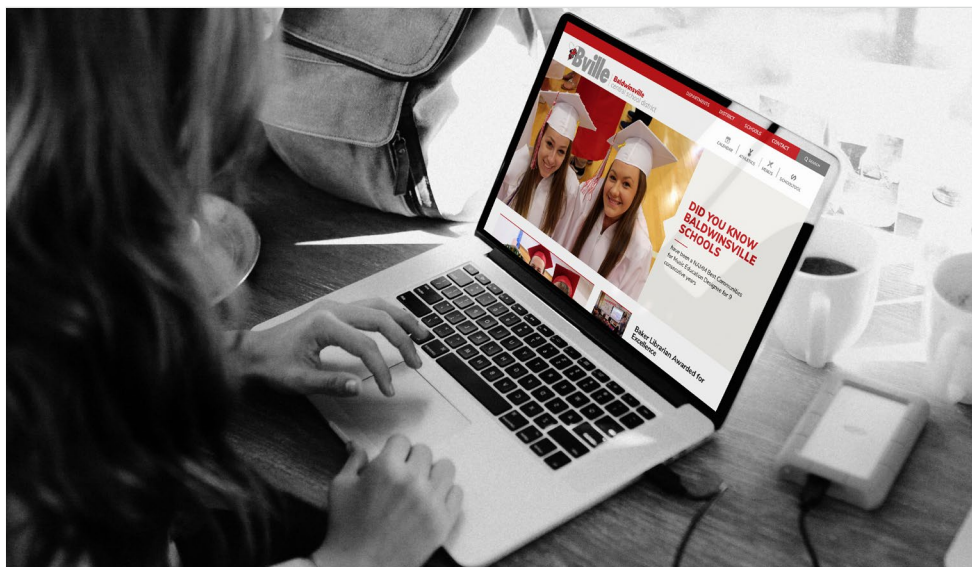
SchoolMessenger Communicate is a parent-notification service for voice, text, email and social media messages. SchoolMessenger offers incredibly fast calling speeds making thousands of calls per minute with no restriction on call length. Messages can be sent to home, work, and cell phones and email and SMS text messages. Parents can manage contact preferences and view messages from the past 30 days. Use SchoolMessenger to notify families on matters pertaining to emergencies, attendance, transportation, lunch balances, overdue books, and general announcements. SchoolMessenger provides call-detail records of messages allowing districts to monitor and evaluate call events and provides access via web, phone, and Smart phone apps. Service is provided by the CNYRIC and a 24/7 company support line.

## CLOUD-BASED DIGITAL SIGNAGE

The Digital Signage service supports digital displays that showcase school district events, calendars, news, social media, and more. The platform is 100% cloud-based and requires no district server equipment. Design of display presentation templates is provided by the CNYRIC, and content is uploaded dynamically from a variety of sources. District is responsible for mounting the display and maintaining any devices and network components utilized.







## STANDALONE GRAPHIC DESIGN SERVICES

Standalone graphic design services are available for districts that want to enhance the professionalism and consistency of newsletters, flyers, mailings, digital signage, websites, and any other printed or digital materials. Our team of graphic designers provide creative, high quality layout and imagery to all facets of a districts communications program.

## SITEIMPROVE

Siteimprove offers website checks every 5 days to provide an up-to-date overview of quality issues such as broken links, misspellings, and consistency. The application also includes a tool to help districts stay in compliance with ADA accessibility standards.

## TIP411

tip411 engages the public by giving them the ability to contact school administrators using an iPhone app, anonymous text tips or web tips. Application chat functionality gives districts a two way connection to interact with tipsters to gather more intelligence and information.

## CONTACT US:



[rpollard@cnyric.org](mailto:rpollard@cnyric.org)



**Rick Pollard**  
Assistant Director  
315.433.2652



[cnyric.org/e-comm](http://cnyric.org/e-comm)



**Naomi Himes**

*PR Coordinator*

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CiTiboces.org/publicrelations



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