



COMMUNICATION & MARKETING PLAN

MARCH 2026

The Anchor School

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The Anchor School



EXECUTIVE SUMMARY



During Winter 2025, The Anchor School (TAS) engaged in a comprehensive communication audit and strategic review process. This process included a full inventory of current communication practices, a website audit, community surveys and interviews, and analysis of communication channels, preferences, and satisfaction levels.

The communication and marketing audit provided the district with a clear understanding of how scholars, staff, families, and community members perceive the organization. It assessed opinions on current communication and engagement efforts and identified the types of information most valued by the community. The findings helped The Anchor School determine the most effective ways to reach and engage all members of its school community.

Following the completion of the audit, the district initiated the development of a communication plan to support ongoing improvement and advance its strategic plan goals. The plan provides a framework for monitoring, evaluating, and adjusting efforts to ensure the successful achievement of these objectives.

This plan is intended to be a living document and will be reviewed and adjusted annually based on performance metrics and community feedback.

TARGET AUDIENCES



As The Anchor School implements its communication plan, it must carefully consider the audiences with which it will be communicating.

This plan seeks to engage every member of the district's staff, every scholar attending the district's schools, every family member, and every community member. To effectively implement the plan, the district's audience has been divided into smaller, more specific groups.

Primary Audiences

- **Parents/Guardians of Current Scholars**: Families are the school's most immediate and influential community members. Survey data indicates they prefer communication via email and ParentSquare, with text and phone prioritized in emergencies.
- **Faculty & Staff:** Teachers and staff are essential to both internal and external communication. They serve as trusted sources of information for scholars and families, and their alignment with district messaging strengthens the overall clarity and credibility of communications. Supporting staff with timely updates, resources, and opportunities to provide feedback ensures they are informed, engaged, and equipped to share accurate information.
- **Prospective Families:** Families considering enrollment make decisions based on the district's visibility, transparency, and reputation. Clear information about academic programs, scholar achievements, and school culture helps prospective families feel confident in their choice. Maintaining an easy-to-navigate website, sharing success stories, and highlighting key programs support recruitment and encourage engagement from new families.

Additional Audiences

- **Community Members and Partners:** Community members and local partners represent an important audience for The Anchor School, even if they do not currently have scholars enrolled. This group includes local businesses, nonprofit organizations, civic and service groups, neighborhood leaders, and other community members who contribute to the broader community in which the school operates. Maintaining clear and consistent communication with these partners helps strengthen relationships, increase awareness of the school's mission and programs, and highlight the ways in which The Anchor School supports scholar growth and community development.. In addition, informed community members often serve as ambassadors for the school, helping to share positive information about The Anchor School and reinforcing its value within the broader community.

COMMUNICATION STRATEGIES

The following strategies outline the key communication priorities for The Anchor School. Each strategy includes specific tactics designed to improve communication clarity, strengthen relationships with families and community members, and build sustainable communication practices across the school community.



STRATEGY #1: Establish ParentSquare as the Primary Communication Platform

Survey results indicate that ParentSquare is the most widely used communication platform among families. Formalizing its use as the school's primary school-to-home communication tool will help streamline messaging, reduce confusion, and make sure families know where to find important information.

TACTICS:

- **Develop Clear ParentSquare Communication Guidelines**
  - Establish schoolwide expectations for how ParentSquare should be used for announcements, updates, and general communication.
  - Provide guidance on message tone, clarity, and formatting to ensure communications remain consistent and easy to understand.
  - Encourage staff to use ParentSquare features such as announcements, direct messages, and event notifications appropriately.

- **Create a Family Communications Reference Guide**
  - Develop a simple guide explaining how families should expect to receive information from the school (example).
  - Include instructions for accessing ParentSquare and adjusting notification settings.
  - Share the guide at the beginning of each school year and make it available on the school website.

- **Provide Ongoing Staff Training and Support**
  - Offer training sessions to help staff maximize ParentSquare features and communication tools.
  - Share best practices for clear messaging and engagement with families.
  - Provide examples of effective communication to help maintain consistency across classrooms and programs.

STRATEGY #2: Prioritize Academic and Scholar Performance Communications

Survey data indicates that families place the highest value on information related to academics, curriculum, and scholar achievement. Increasing the visibility and clarity of academic communications will help families better understand scholar learning and how they can support success.

TACTICS:

- **Increase Visibility of Academic Programs and Curriculum**
  - Share regular updates about instructional approaches, curriculum highlights, and classroom learning experiences.
  - Provide explanations of academic programs and initiatives in family-friendly language.
  - Highlight innovative instructional practices and scholar-centered learning experiences.

- **Communicate Scholar Growth and Achievement**
  - Provide updates on scholar progress, performance data, and assessment results in accessible formats.
  - Use simple visuals such as charts or infographics to help families understand scholar achievement data.
  - Connect academic updates to broader school goals and scholar outcomes.

STRATEGY #3: Improve Website Navigation and Information Access

The school website serves as a key information hub for families and prospective community members. Enhancing navigation and accessibility will improve user experience and ensure important information can be easily located.

TACTICS:

- **Enhance Website Navigation**
  - Add a "Quick Links" section highlighting frequently accessed resources.
  - Prioritize key pages such as the academic calendar, board agendas and minutes, and school policies.
  - Make sure important documents are organized logically and clearly labeled.

- **Ensure Content is Current and Accessible**
  - Conduct regular reviews of the website, making sure information is accurate and up-to-date.
  - Verify that documents and resources are mobile-friendly and easy to access across devices.
  - Maintain consistent formatting and organization across pages.

- **Align Website Content with Other Communication Channels**
  - Ensure information shared on ParentSquare or through email is also reflected on the website when appropriate.
  - Use the website as a central reference point for key resources and information.
  - Highlight news stories, announcements, and achievements on the homepage to showcase school activities. To do this, consider adding a "News" section that is regularly updated with success stories and announcements.

STRATEGY #4: Strengthen Internal Communication Messaging and Alignment

Clear and consistent internal communication ensures that staff members are informed, confident, and prepared to communicate effectively with families and the broader community.

TACTICS:

- **Provide Timely Updates to Staff**
  - Ensure staff receive important information about school initiatives, policy updates, or major announcements before or at the same time as families.
  - Share summaries and talking points that help staff answer questions from families or community members.
  - Communicate major decisions and updates in a clear and timely manner.

- **Clarify Communication Roles and Responsibilities**
  - Define who is responsible for creating and distributing various types of communications.
  - Establish processes for reviewing and approving schoolwide messages.
  - Provide guidance to administrators and staff regarding appropriate communication channels.

- **Encourage Staff Feedback and Input**

- Create opportunities for staff to share feedback on communication practices.
- Conduct listening sessions or surveys to identify areas for improvement.
- Communicate how staff input informs decisions and improvements.

STRATEGY #5: Build Sustainable Communication Systems

To ensure long-term success, The Anchor School must establish clear processes and tools that support consistent communication practices across the organization.

TACTICS:

➔ **Develop a Communications Style Guide**

- Create a guide outlining expectations for messaging tone, formatting, and branding across communication channels.
- Provide guidance for communications distributed through ParentSquare, email, social media, and the school website.
- Include best practices for clear, concise messaging that is accessible to all audiences.
- Develop templates and examples that staff can use to ensure consistency across communications.

➔ **Share the Importance of Communication with Staff**

- Reinforce that effective communication is a key component of every staff member's role and contributes directly to trust with families and the broader school community.
- Provide professional learning opportunities that help staff strengthen their communication skills and confidence when interacting with families and community members.
- Emphasize the value of proactive communication, particularly sharing positive updates about scholar growth, effort, and achievement.
- Help staff understand how consistent communication supports scholar success, strengthens school-family partnerships, and enhances the school's reputation.
- Encourage staff to serve as ambassadors for The Anchor School by sharing accurate information about the school's mission, programs, and accomplishments.

➔ **Monitor and Evaluate Communication Effectiveness**

- Conduct periodic surveys to measure satisfaction with school communications.
- Review ParentSquare engagement data and website analytics to monitor audience engagement.
- Use feedback from families, staff, and community members to refine communication practices.
- Adjust communication strategies over time to ensure outreach remains effective and responsive to community needs.

MARKETING STRATEGIES

The following strategies are designed to strengthen The Anchor School's ability to attract, inform, and convert prospective families, while reinforcing its brand and value proposition. These strategies align with communication efforts but focus specifically on recruitment, storytelling, and external positioning.



STRATEGY #1: Clarify and Promote The Anchor School's Brand and Values

To effectively market to prospective families across the state, TAS must clearly define and consistently communicate what makes the school unique.

TACTICS:

- **Promote TAS's Values**
  - Clearly articulate what differentiates TAS, including academic approach, student experience, and outcomes.
  - Develop consistent messaging that explains the advantages of attending TAS in simple, compelling language.
  - Ensure messaging is aligned across all platforms, including the website, social media, and print materials.
  - Highlight the benefits of TAS's statewide attendance zone and the opportunities it creates for families.

- **Develop Branded Marketing Materials**
  - Create high-quality, visually consistent materials for prospective families.
  - Ensure materials reflect the school's mission, culture, and academic strengths.
  - Maintain consistency in tone, design, and messaging across all materials.

STRATEGY #2: Enhance Recruitment-Focused Storytelling

Strong storytelling is essential to help prospective families understand the TAS experience and envision their child at the school.

TACTICS:

- **Implement a Testimonial-Based Social Media Campaign**
  - Share authentic stories from students, families, and staff that highlight the TAS experience.
  - Focus on themes such as academic growth, relationships, and student success.
  - Use storytelling to demonstrate the school's impact rather than simply describing it.
  - Archive stories on the website to create a long-term marketing asset.

- **Highlight Student Outcomes and Experiences**
  - Showcase academic achievements, projects, and real-world learning experiences.
  - Share examples of how students are prepared for future success.
  - Use visuals, quotes, and short narratives to make stories engaging and relatable.

- **Leverage Video Storytelling to Deepen Engagement**
  - Develop short-form videos featuring student voices, classroom experiences, and staff perspectives.
  - Use video content across social media and the website to increase engagement and reach.
  - Capture authentic, unscripted moments that reflect school culture and student experience.
  - Repurpose video content for enrollment campaigns and presentations.

STRATEGY #3: Optimize Digital Presence for Recruitment and Marketing

The website and digital platforms serve as the primary entry point for prospective families and must function as effective marketing tools.

TACTICS:

- **Strengthen the Website as a Recruitment Tool**
  - Ensure the homepage clearly communicates who TAS serves and why it is a strong choice.
  - Highlight enrollment information prominently, including application timelines and next steps.
  - Feature student stories, testimonials, and visuals that reflect school culture.
  - Create a dedicated "Prospective Families" section with clear, easy-to-navigate information.

- **Align Digital Channels for Consistent Messaging**
  - Ensure alignment between website content, social media messaging, and enrollment communications.
  - Use social media to drive traffic to key website pages, including enrollment and story features.
  - Maintain consistent branding and messaging across all digital platforms.

STRATEGY #4: Build a Structured Enrollment Marketing Campaign

A clear and strategic enrollment campaign is essential to attracting families from across the state. TAS will implement a comprehensive, multi-channel approach supported by a defined roadmap and calendar that outlines key milestones, messaging priorities, and deliverables throughout the enrollment cycle. This structure will ensure consistency, alignment, and timely execution across all marketing efforts.

TACTICS:

- **Develop a Multi-Channel Enrollment Campaign**
  - Promote key enrollment milestones, including application windows, lottery dates, and open houses.
  - Use a combination of website banners, social media posts, and newsletters.
  - Ensure messaging is clear, consistent, and repeated across platforms.
  - Align messaging with the school's value proposition and storytelling efforts.

- **Create an Enrollment Marketing Roadmap**
  - Develop a detailed calendar outlining campaign phases, key dates, and deliverables.
  - Identify benchmark deliverables such as content releases, event promotions, and follow-up communications.
  - Align marketing efforts with the school's broader communication calendar.
  - Use the roadmap to ensure consistent pacing and execution of campaign efforts.

- **Promote Open Houses and Information Sessions**
  - Clearly communicate event details, registration processes, and expectations.
  - Use storytelling and visuals to encourage attendance and engagement.
  - Follow up with attendees through targeted communications and reminders.
  - Capture attendee data to support future outreach and conversion efforts.

- **Develop Core Recruitment Materials**
  - Create brochures, flyers, one-pagers, and digital materials that highlight the advantages of attending TAS and showcase student experiences, achievements, and academic opportunities.
  - Ensure all materials are available in digital and print formats for maximum accessibility.

- Use these materials consistently across events, website content, and outreach efforts.

STRATEGY #5: Monitor and Refine Marketing Efforts

Ongoing evaluation is necessary to ensure marketing strategies remain effective and aligned with enrollment goals.

TACTICS:

➔ **Track Engagement and Enrollment Data**
- Track engagement with social media campaigns and storytelling content.
- Analyze inquiry and application trends.

➔ **Adjust Marketing Strategies Based on Data**
- Use data to refine messaging, timing, and platform use.
- Identify which strategies are most effective in reaching prospective families.
- Continuously improve marketing efforts to support enrollment growth.

COMMUNICATION & MARKETING CALENDAR

Based on the goals, audiences, messages, and tactics outlined above, the following is a suggested communication calendar for The Anchor School to implement beginning April 2026.

Item	Description
APRIL 2026	
Website	Continue updating key sections of the website to ensure families and community members have access to accurate and timely information.
High School Development Communications	Provide updates regarding the school's high school development process to ensure families remain informed and engaged as plans continue to evolve. • Communications may include updates on planning progress, academic program vision, and timelines for implementation.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events.
Graduation Endorsements Document Graduation Endorsements Condensed Version	Craft an infographic that showcases the various diploma endorsements students can earn at TAS. In the graphic, share requirements for each endorsement. • Consider creating two versions of this document: one with detailed information about each endorsement, and another with an overview of each endorsement. • Consider posting the second version on the school's website under a new section title, "The Anchor Advantage." Allow this section to have subpages to house various other marketing materials telling the benefits of attending the school.
Prospective Students Brochure Brochure	Create an engaging brochure that highlights the school's academic programs, extracurricular opportunities, and community benefits, giving prospective families a clear picture of why their child would thrive at our school.
MAY 2026	
Website	Continue updating key sections of the website to ensure families and community members have access to accurate and timely information. • Use the website as a tool to help inform families of any upcoming summer programming happening at TAS or to share any useful information needed to close out the school year.
High School Development Communication	Continue providing updates regarding the school's high school development process to ensure families remain informed and engaged as plans continue to evolve.

	• Communications may include updates on planning progress, academic program vision, and timelines for implementation.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events. • Make this edition of the newsletter and video a "Year in Review" that covers the school's highlights and accomplishments from the past school year.
Sponsor/Donor Newsletter	Create a quarterly newsletter that focuses on sponsorships and potential donors to the school. March, June, September, December
JUNE 2026	
School Communications Guide	Develop a comprehensive internal communications guide to ensure consistent messaging across the school. The guide will outline communication expectations, branding standards, and workflows for drafting and approving messages. It will also provide best practices for communications across ParentSquare, email, social media, and the website, helping staff deliver clear and consistent messages to families.
Website Updates	Implement improvements based on findings from the previous website audit to address any issues. In addition, review the website's overall design and structure to determine whether adjustments could make frequently accessed information easier for families and visitors to locate. • Give attention to improving accessibility and ensuring key resources—such as calendars, contact information, and important documents—are clearly visible and easy to navigate.
High School Development Communication	Share a summer update regarding the school's high school development process. • Preview work that will take place over the summer months to ensure the school is ready for the beginning of the year. Also, inform families of any steps they may need to take to ensure their scholar is prepared to begin their high school journey at TAS.
#AnchorAdvantage Social Media Campaign	Begin preparation for a testimonial-based social media campaign designed to highlight positive scholar, family, and staff experiences at TAS. • Use #AnchorAdvantage for all social media posts about the campaign. • Create a submission form to collect stories, develop campaign graphics, and begin outreach to collect testimonials. Consider creating a dedicated page on the website where these stories can be archived and easily shared with prospective families.
Marketing Roadmap	Develop a structured, multi-channel marketing plan that outlines key initiatives, timelines, and messaging priorities throughout the year. The roadmap will guide recruitment, engagement, and retention efforts by specifying projects such as: • Enrollment Checklist – a downloadable guide for families to navigate the application and enrollment process • Day in the Life Video – a short, engaging video showcasing a typical student experience • Application Opening Countdown – social media or email campaign with fun facts about TAS leading up to enrollment • Infographic on Extracurricular Programs – visual overview of clubs, athletics, and enrichment opportunities

	• Additional content, such as brochures, printed materials, testimonial highlights, seasonal campaigns, billboards, or any other assets that support outreach and brand awareness.
JULY 2026	
Who to Contact Document	Create a clear "Who to Contact" resource that helps families identify the appropriate staff member for specific questions or concerns. This document should outline points of contact for academic questions, scholar services, enrollment inquiries, and administrative matters.
Communications Reference Guide	Develop a user-friendly guide that explains how families will receive information from the school. • The guide should outline communication platforms, including ParentSquare, email, and the website, and clarify where families should go to find different types of information. • Share this information with families to begin the 2026-27 school year.
Staff Professional Learning on ParentSquare & Communications	During this month's teacher work days, provide professional learning opportunities for staff focused on communication expectations and the effective use of ParentSquare. • Training should reinforce best practices for posting announcements, engaging families, and maintaining consistent messaging.
High School Development Communication	Share another summer update regarding the high school's development process. • Include a "Back to School" theme to inform families of steps to ensure their scholars are prepared to successfully begin the new school year.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events. • Include a "Back to School" theme to remind families about key dates, preparations for the start of school, and a preview of the year ahead. • In the newsletter, consider including a brief testimonial story as part of the #AnchorAdvantage campaign. Include a brief testimonial in each newsletter throughout the school year.
AUGUST 2026	
#AnchorAdvantage Social Media Campaign	Launch the #AnchorAdvantage campaign to highlight scholar and staff stories that showcase the unique strengths of TAS. • Share the first stories across social media and the website while encouraging additional submissions from families and staff.
High School Development Communication	Share communications focused on the start of the school year and continued progress toward the high school program.
School Newsletter & Video Update	Publish a back-to-school newsletter and video message welcoming families to the new academic year. • Highlight new initiatives and celebrate the return of scholars and staff.
SEPTEMBER 2026	

Enrollment Campaign	Launch the enrollment campaign for the 2027-28 school year. Share important information about application deadlines, lottery dates, and open house events. ● Develop a Communication Roadmap to help pace this campaign. ● Use all avenues accessible (website banners, social media posts, monthly newsletter, etc.) to share information about the school with prospective scholars. ● Be sure to highlight open house and virtual meeting dates within this campaign.
#AnchorAdvantage Social Media Campaign	Continue sharing testimonials and stories that highlight scholar success, classroom innovation, and the school community. These stories help reinforce the school's value to both current and prospective families.
High School Development Communications	Continue sharing High School Development updates to keep families informed about key milestones, how scholars are learning in alignment with The Anchor School's mission and goals, and any upcoming events or initiatives to be aware of.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events.
Testimonial Marketing Video	Capture authentic stories from students, families, and alumni that highlight their experiences, achievements, and the impact of attending TAS.
OCTOBER 2026	
Enrollment Campaign	Continue promoting enrollment as applications open for the upcoming school year. ● Highlight open house events, scholar stories, and academic opportunities through multiple communication channels.
Enrollment Checklist	Develop a downloadable guide that walks families step-by-step through the application and enrollment process, including required documents, deadlines, and helpful tips. ● Share this document during information sessions, school open house events, and on the recruitment/enrollment section of the website so that it is easily accessible to families interested in enrolling. Continue to mention and feature the document throughout the enrollment campaign.
Website Refresh	Review website, including updating homepage banners with new photos/information and making any necessary changes to the internal site.
#AnchorAdvantage Social Media Campaign	Continue sharing testimonials and stories that highlight scholar success, classroom innovation, and the school community. These stories help reinforce the school's value to both current and prospective families.
High School Development Communications	Continue sharing High School Development updates to keep families informed about key milestones, how scholars are learning in alignment with The Anchor School's mission and goals, and any upcoming events or initiatives to be aware of.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events.
NOVEMBER 2026	

Enrollment Campaign	Continue promoting enrollment as applications open for the upcoming school year. ● Highlight open house events, scholar stories, and academic opportunities through multiple communication channels.
Extracurricular Activities Infographic	Create a visually engaging overview of all clubs, athletics, and enrichment programs offered at TAS.
#AnchorAdvantage Social Media Campaign	Continue sharing testimonials and stories that highlight scholar success, classroom innovation, and the school community. These stories help reinforce the school's value to both current and prospective families.
High School Development Communications	Continue sharing High School Development updates to keep families informed about key milestones, how scholars are learning in alignment with The Anchor School's mission and goals, and any upcoming events or initiatives to be aware of.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events.
DECEMBER 2026	
"A Day in the Life" Video	Produce a short, dynamic video that follows a student through a typical school day, highlighting academics, activities, and campus life. This will support the school's marketing efforts and enrollment campaign.
#AnchorAdvantage Social Media Campaign	Continue sharing testimonials and stories that highlight scholar success, classroom innovation, and the school community. These stories help reinforce the school's value to both current and prospective families.
High School Development Communications	Continue sharing High School Development updates to keep families informed about key milestones, how scholars are learning in alignment with The Anchor School's mission and goals, and any upcoming events or initiatives to be aware of.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events.
JANUARY 2027	
#AnchorAdvantage Social Media Campaign	Continue sharing testimonials and stories that highlight scholar success, classroom innovation, and the school community. These stories help reinforce the school's value to both current and prospective families.
High School Development Communications	Continue sharing High School Development updates to keep families informed about key milestones, how scholars are learning in alignment with The Anchor School's mission and goals, and any upcoming events or initiatives to be aware of.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events.
FEBRUARY 2027	
Survey	Conduct a community survey to gather feedback from families, scholars, and staff regarding communication effectiveness and overall school satisfaction. ● Use these results as an opportunity to assess the effectiveness of The Anchor School's communication strategies.

	• Adjust communication approaches based on audience feedback and performance data to keep outreach effective.
Community Impact Report	Develop and share a report highlighting the school's impact on scholars, families, and the community. • The report should feature data and highlights from the past year demonstrating The Anchor School's success and the ways that it touches its local community. • Consider including testimonials or quotes from the #AnchorAdvantage campaign to give more insight into how the school is impacting the lives of scholars in their communities.
#AnchorAdvantage Social Media Campaign	Continue sharing testimonials and stories that highlight scholar success, classroom innovation, and the school community. These stories help reinforce the school's value to both current and prospective families.
High School Development Communications	Continue sharing High School Development updates to keep families informed about key milestones, how scholars are learning in alignment with The Anchor School's mission and goals, and any upcoming events or initiatives to be aware of.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events.
MARCH 2027	
Website Update	Review website content and update homepage banners with new photos, enrollment reminders, and scholar success stories. Make any necessary improvements to navigation or page content.
#AnchorAdvantage Social Media Campaign	Continue sharing testimonials and stories that highlight scholar success, classroom innovation, and the school community. These stories help reinforce the school's value to both current and prospective families.
High School Development Communications	Continue sharing High School Development updates to keep families informed about key milestones, how scholars are learning in alignment with The Anchor School's mission and goals, and any upcoming events or initiatives to be aware of.
School Newsletter & Video Update	Continue publishing the schoolwide newsletter and video update from school leadership that highlights major scholar accomplishments, classroom learning experiences, and upcoming events.