



# THE PULSE

Shelby County Board of Education Communications Committee Update

JULY 2021

## SUMMARY

On July 12, the Communications committee met to discuss various topics including the introduction of a new member of the Communications Department, updates on back-to-school planning, strategic storytelling across the District and community, as well as the annual calendar of events planned for the District.



Shelby County Schools' Office of Communications was selected to be presenters in the 20th Annual Public Relations Executives Virtual Meeting by the Council of Great City Schools (CGCS). The national conferences allowed the District's Communications team to share and spotlight its best practices regarding partnerships with the media.

## INTRODUCTION OF NEW MEMBER OF COMMUNICATIONS OFFICE

Brandon Jones, the Strategic Communications Advisor, began his role in late May with assisting with committee meeting newsletters and a variety of support efforts including social media, graphic design, and project planning in the Department of Communications. In this support position, Jones is set to work with the Board Office in preparation of various items including presentation development, national conference preparations, and other special projects.

## UPDATES ON BACK-TO-SCHOOL PLANNING

Jerica Phillips, Chief of Communications, provided an update on back-to-school planning and events as the District prepared for a safe return to in-person learning.

## STRATEGIC STORYTELLING ACROSS THE DISTRICT AND COMMUNITY

The Department of CommunicationS continues its efforts in highlighting stories across the city through the use of social media, radio, print, the District's website and award-winning special news hub -- SCS Newsroom. The use of newsroom stories has added a layer of transparency for both the District and media outlets. The SCS Newsroom has become a powerful tool in displaying the hard work that goes on inside the District.

### STAY CONNECTED



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SCSK12.org



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@SCSK12Unified



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Shelby County Schools - SCS



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Committee Co-Chair - Miska Clay Bibbs

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For more information and to review the details of the committee reports, [click here](#).

Committee meetings are for Board members to have in-depth discussions with District leadership on specific topics and provide feedback/input on items that affect the District. There are no official actions or votes during these meetings.