



Memphis-Shelby  
County Schools

# THE FIRST 100 DAYS

*A. Jermaine Johnson: Candidate for Strategic Communications Officer*



# ABOUT ME



I am a results-driven communications professional with 20+ years of experience in broadcasting, social media, and brand management. A proven leader focused on innovation, creativity, youth mentorship, and advocacy with expertise in media relations and marketing strategies.





# “HOME AWAY FROM HOME”

Mr. Johnson is no stranger to the Bluff City

I am a huge supporter of the Memphis Grizzlies and regularly attend games. I’ve performed at the annual Laughs for LeBonheur comedy show since its inception in 2012; a show that raises money for the LeBonheur Children’s Hospital. And, I’ve had the privilege to support several community service efforts with the Memphis Tigers football team.

# MENTORING MENTALITY

“Inspire Change”

I've served my community and beyond as a mentor for over 25 years and received several awards for those efforts, but the greatest reward is knowing that I've impacted lives.



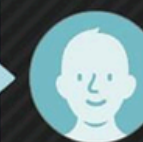
Hello this is Wanda maleyk grand mother I just wanted to let you know maleyk is doing better in school because of you and your program. So if you can keep

8:19 AM



keep him in the loop God knows I appreciate it

8:19 AM



Oh wow! That is so GREAT to hear! They really are good kids, just needed an extra push much like me lol. I appreciate you and all you do for him. God bless!

8:25 AM



# GOALS AND OBJECTIVES

## Growth in MSCS Communications

Elevate the district's excellence further by implementing comprehensive marketing plans that align with both short-term objectives and long-term goals.

---

## Change the Narrative

By creating compelling press releases, being visible in the community and making the advocacy of MSCS our number one priority, we can change the brand trajectory of the district.

---

# BUILDING A NEW LEGACY

01

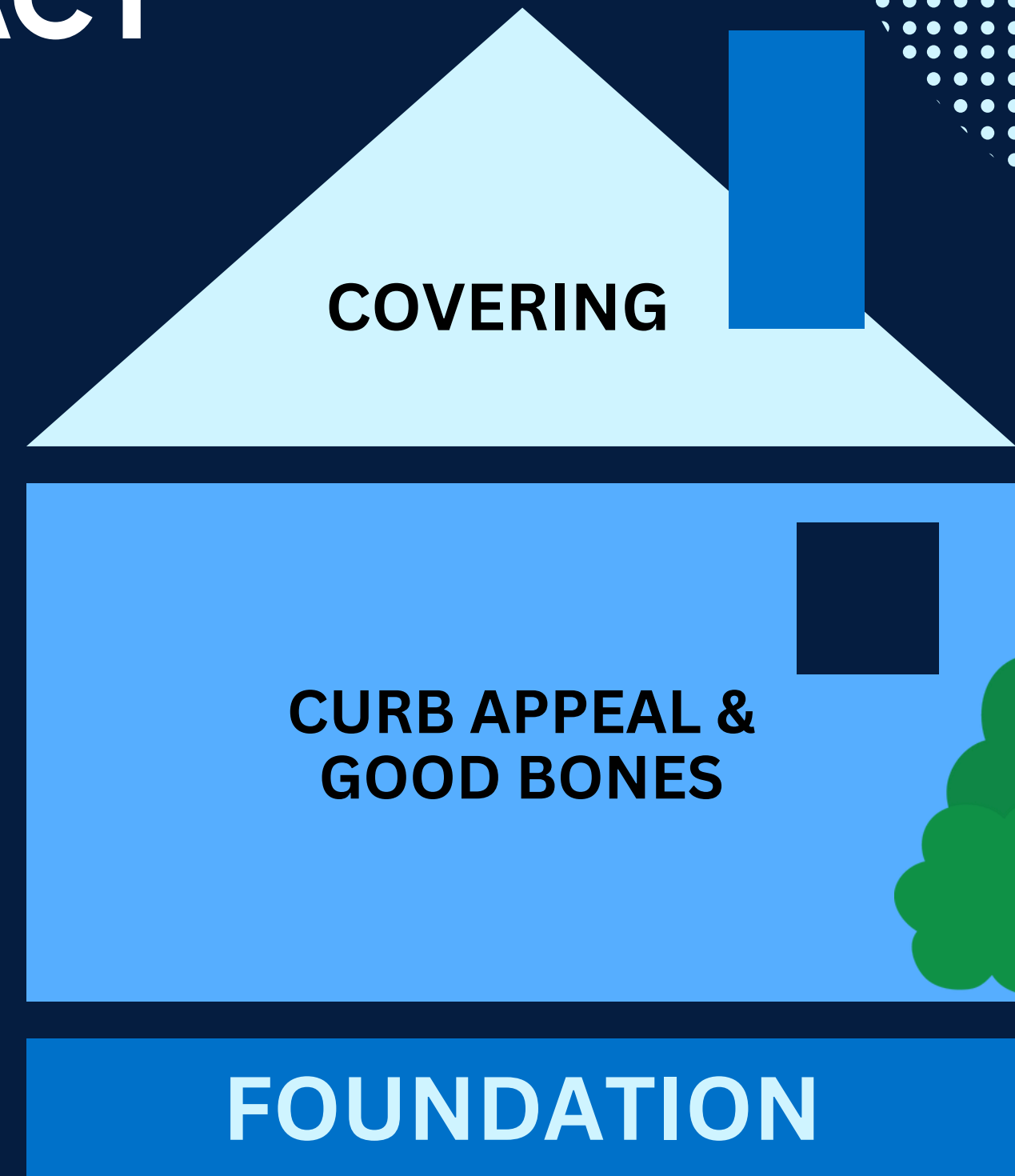
The Leadership of Memphis–Shelby County Schools plays a pivotal role in making sure the district and its stakeholders are covered financially and professionally

02

The brand of MSCS reflects public sentiment and overall attitude towards the district. Communication is the load-bearing structure that brings it all together.

03

Our stakeholders (students, parents, alumni, donors, teachers, volunteers, corporate partners etc) are the solid rock of the district.



# EFFICIENT RESPONSES

\*via outlets including, but not limited to press release, social media, district website, radio, television, billboards, mailers and print media

## UPDATES:

As of Monday Aug 26, a combination over 30 press releases and/or statements have been written and sent to the public

ISSUE	COMMITTEE RECOMMENDATION	COMMUNICATIONS RESPONSE
Low performance in early literacy assessments	Align literacy expectations, offer targeted training for middle school teachers, and enhance ACT standards training.	<b><i>"MSCS Enhances Teaching Standards and Literacy Training for Improved Student Success."</i></b>
The District faces challenges with outdated and underutilized buildings, leading to high maintenance costs.	Complete a facilities study, improve hiring processes, provide continuous training for nutrition staff, pilot extracurricular transportation programs, and enhance safety measures.	<b><i>"MSCS Unveils Comprehensive Plan for Facilities, Staff, and Student Safety Upgrades."</i></b>
Inconsistent use of communication tools across schools.	Create a comprehensive communications org chart, establish high-quality communication standards, and develop a Districtwide parent network for ESL families	<b><i>"MSCS Prioritizes Effective Communication and Support for Diverse Families."</i></b>
Low awareness of college, career and technical education (CCTE) programs among students and counselors.	Launch awareness campaigns for CCTE, introduce career exploration in elementary schools, and ensure middle school counselors are well-informed about CCTE programs.	<b><i>"MSCS Focuses on Early Career Preparation and Counseling for Student Success."</i></b>
Need to cultivate supportive and inclusive school environments	Implement cultural competence training, develop a language access plan, review hiring processes to increase multicultural staff opportunities, and enhance community engagement.	<b><i>"MSCS Invests in Diversity and Inclusion Initiatives for a Stronger Community Connection."</i></b>
Early Literacy rates are not up to par	This suggests a critical need for targeted early literacy interventions and developmentally appropriate instructional strategies to boost foundational skills.	<b><i>"MSCS Focused on Strengthening Early Literacy Skills with Targeted Interventions and Strategies."</i></b>
Chronic Absenteeism	The committee proposed the development of targeted strategies, including community partnerships, parental engagement initiatives, and enhanced support services to minimize these factors. Second, the implementation of research-based interventions will involve curating and applying evidence-based instructional strategies tailored to the diverse needs of MSCS students. This includes professional development for educators, the adoption of innovative teaching practices, and the integration of technology in the classroom to personalize learning experiences.	<b><i>"MSCS Takes Comprehensive Approach to Boost Student Attendance and Learning Outcomes."</i></b>
MSCS students have shared that they are unable to participate in after-school activities due to a lack of transportation. They also have shared that they feel unsafe walking to/waiting at bus stops. Finally, there is a shortage of CDL-qualified drivers for buses.	Establish a pilot program with a small fleet of vehicles to support extracurricular transportation activities (CCTE, field trips, small-team athletics, after-school transportation) staffed by District-employed drivers with chauffeur licenses. This will allow the District to expand transportation during after-hours.	<b><i>"MSCS Launches Innovative After-Hours Transportation Program for Enhanced Student Engagement."</i></b>



# PHASE ONE:

## Setting the Foundation

(Days 1-25)



## UPDATES:

As of Aug 26, I have meet with several principals, assistant principals, parents, MSCS staff and media members to **establish relationships.**

My **SWOT analysis** consisted of 1:1 meetings with the outgoing comms officer and then each member of our staff to properly asses the state of our internal & external processes.

On Friday Aug 23, I completed a chart that outlines the daily, weekly, and fluid **goals of our staff members.** This chart was reviewed by 3 staff leaders and then presented to the full staff on Tuesday Aug 27.

## PHASE ONE: SETTING THE FOUNDATION

### Establish strong communication channels

Build relationships with key media stakeholders, and assess current communication strategies for improvement.

### Conduct a comprehensive audit (SWOT Analysis)

Review current communication practices, develop a strategic communication plan based on our findings, initiate regular meetings with school and district leaders, and create an internal communications protocol.

### Goals and roles

Establish the vision for stakeholders and give them specific duties to contribute. Build a plan of action with input from school leaders, parents and MSCS partners.





# PHASE TWO:

## Building Engagement

(Days 26-50)



## PHASE TWO: BUILDING ENGAGEMENT

### Enhance community engagement



Implement transparent communication, increase parent involvement and give the students a strong voice. Assess data from our media platforms to gauge interactions.

### Promote the District's achievements



Every new initiative and student accomplishment must be yelled from the top of the mountain, not whispered in the valley. Message with a purpose.

### Maximize the assets



Spin the wheels that have already been created. Over-promote and consistently use our communication tools.

# PROMOTE DISTRICT ACHIEVEMENTS & INITIATIVES

TIER SYSTEM OF COMMUNICATION\*

01

Media press release, send video/photography team, invite news stations, announcement on MSCS radio and television, social media graphic and/or reel, video recap, MSCS interview, added to MSCS newsletter

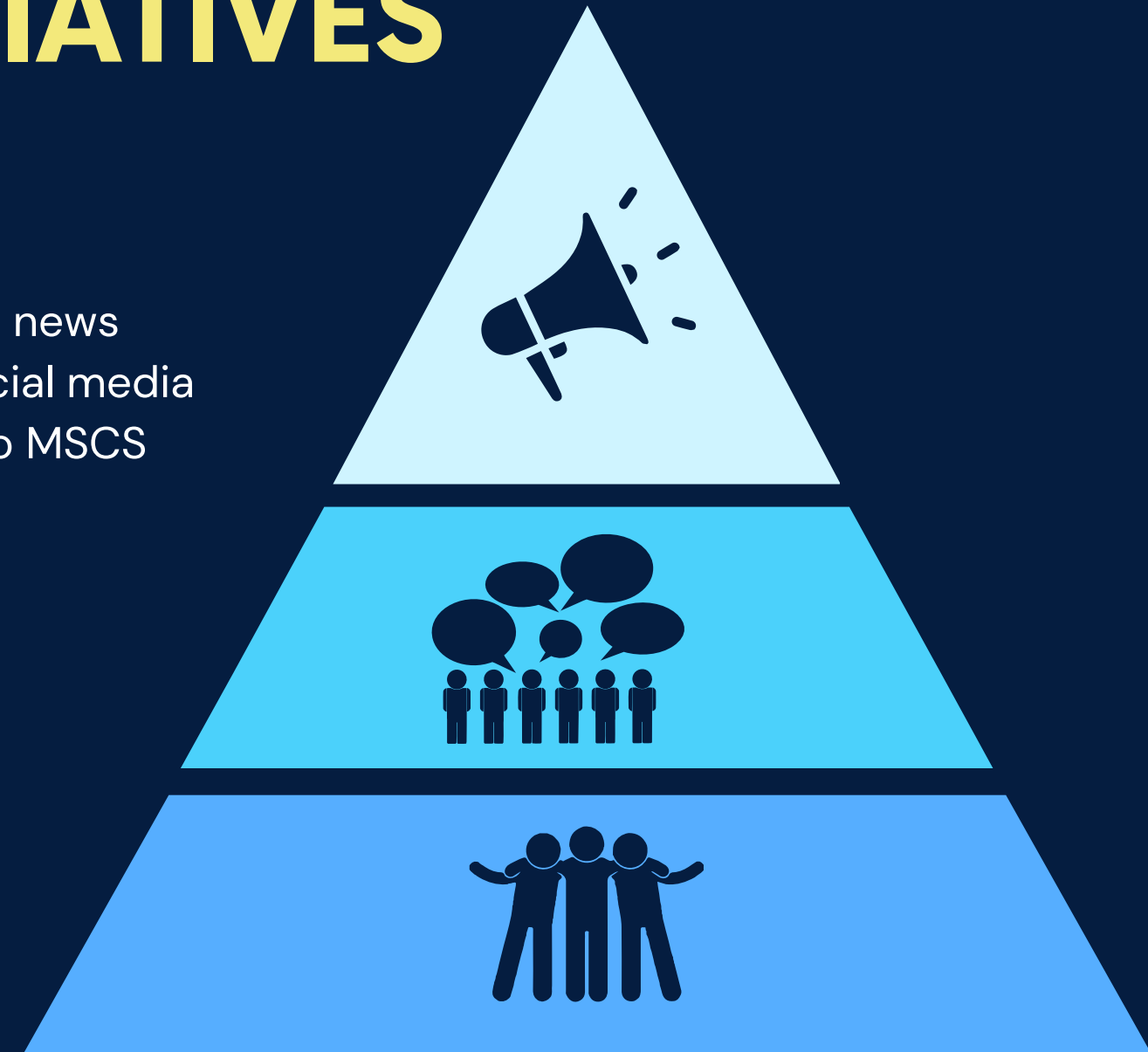
02

Send MSCS video/photography team, announcement on MSCS radio and television, social media posts, added to MSCS newsletter

03

Post on social media story (fluid) and added to newsletter blurb

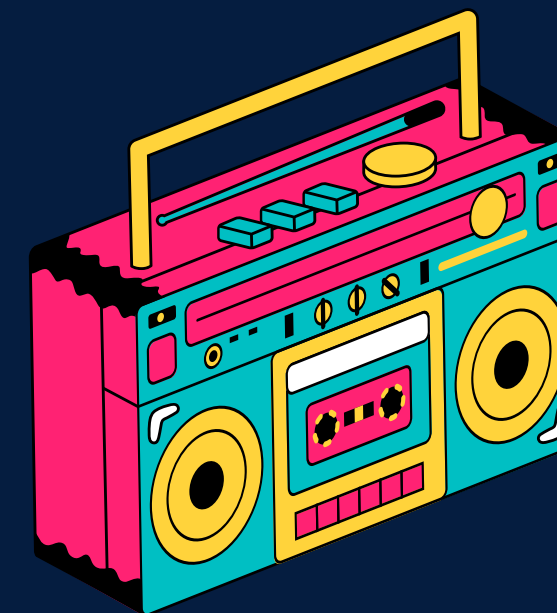
*\*Tiers criteria will be decided by MSCS media team after feedback from school media leaders (WORKSHOP)*





# “WIN THE CAR!”

Create effective messaging that appeals to everyone in the family



# “ECHO CHAMBER”

Students want to hear other students & themselves



The background features a dark blue gradient with faint, semi-transparent illustrations of various data visualization elements. These include multiple overlapping bar charts, line graphs, and code snippets, all rendered in a lighter blue and white color palette. The overall aesthetic is clean, modern, and data-oriented.

# PHASE THREE:

## Empowering Innovation

(Days 51-75)



## PHASE THREE: EMPOWERING INNOVATION

### Foster a culture of innovation and creativity

Highlight student success stories, and leverage technology for effective communication.



### Introduce a student ambassador program

For showcasing achievements and collaborating with teachers to integrate technology in communication



### Host showcases of student projects

Create opportunities for students to compete through innovation and creativity. (The new talent shows and science fairs)



# SUSTAINING EXCELLENCE

Long-term Sustainability

(Days 76-100)





## **PHASE FOUR: SUSTAINING EXCELLENCE**

### **Ensure long-term sustainability of initiatives**

Constantly measure the impact of strategies implemented. Data must be recorded, analyzed and turned into substance.



### **Lay the groundwork for continuous improvement**

Conduct feedback surveys to evaluate communication effectiveness and establish key performance indicators for communication goals



### **Create a roadmap for now and then**

Develop a succession plan for the role of Strategic Communications Director and all MSCS media/communication positions.





**LET'S GET TO WORK!**  
*Memphis*

