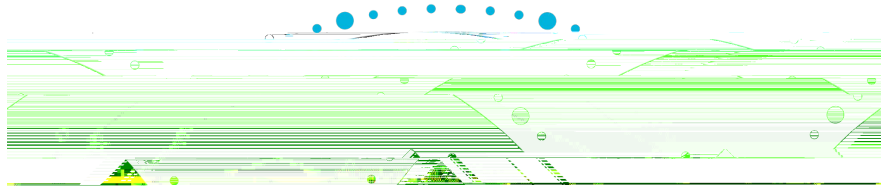


2024-2025 Communications Annual Plan

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

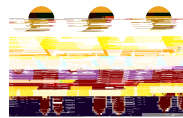
CMS leads the way, charting a pathway of endless possibilities, for students and employees, through a connected ecosystem of families, community and organizations, both public and private.

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
community-driven.

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



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:	

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 3.002: 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 platformsEnsure that all district information is posted in a timely manner on all platformsDevelop 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

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 3.005: 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	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