

# Digital Communications: Assessment, Strategy and Design



## *Focused Communication Tools to Maximize Change and Minimize Costs*

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### Highlights

- Create an effective communication strategy and toolset to drive change
  - Reduce costs of multiple, redundant communication tools
  - Increase understanding of, and support, for district priorities
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Strong internal communications are important to drive and sustain change. If your employees aren't getting relevant information, they may not understand or even know about district-wide goals. If employees feel disconnected and don't understand why decisions are being made, the district's priorities are likely to fail. A more connected workforce is a catalyst for adoption of your strategic goals.

Technology offers endless possibilities for school districts to be more agile and efficient as they communicate with, and support, their staff. Technology, however, if not thoughtfully deployed, especially in support of communication and collaboration tools, can cause chaos and confusion, with too many siloed or competing communication tools, resulting in duplicate copies of documents and forms, confusion as to where to look for, and how to share, information and inefficient workflows. Districts must invest wisely in communication tools, minimizing duplication of functionality and maximizing your staff's ability to communicate, collaborate and be productive

### What Communication Tools are Being Used and Do You Need All of Them?

How would you respond to these questions?

1. Are your stakeholders able to effectively and easily communicate and share information within the district? Consider district and school staff, parents, students and the community at large.
2. Do you use a standardized small set of digital tools to support communications, collaboration and maximize productivity?
3. Do you have a documented communication strategy with respect to the digital tools that the district supports and a clear definition of what each tool should be used for?



The IBM K-12 **Digital Communication – Strategy, Assessment and Design** offering will help you develop an effective internal and external digital communication strategy. We will create a map of your current communication channels and tools and then co-create a digital communications strategy with recommended tools that will maximize the efficiencies and effectiveness for each channel and minimize support costs by reducing the size of your toolkit.

## Methodology

An IBM Education Consultant will:

- Review current documented strategies for the communication to, and sharing of, information with staff, students, parents and the broader community
- Co-create, with a representative team, an updated communications strategy
- Create a communications application map guided by this strategy
- Identify the set of applications that will deliver on the strategy
- Undertake a review of current tools or resources which are utilized by staff for the current documented strategies, or for any informal communication strategies which may currently be in place
- Create a high-level implementation plan that will
  - accelerate adoption of the identified district tools
  - include communication and professional learning recommendations
  - include a plan to monitor the impact of the communication strategy and applications used

**Typical Length of Engagement:** 5-6 weeks with up to 8 days on-site.

## Why IBM?

The IBM Canada K-12 Teaching and Learning Consulting Team is comprised of educators and educational leaders whose only work is to support change in K-12 educational settings across Canada. They have been collaborating with school divisions for over 30 years to ensure their journey through change is effective, efficient, and has a positive impact on all students, teachers and other stakeholders.

## For more information

To learn more about IBM K-12 **Digital Communications: Strategy, Assessment and Plan**, please contact your IBM Marketing Representative.

For more information on all our IBM K-12 Consulting and Professional Services, visit:

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