Communications Planning Guide

Communications/Responsibility plan for Mingus Springs Charter School, Inc.

The following diagram depicts the Mingus Springs Charter School Corporate/School Board communication/responsibility process. The members of the School Board hold dual functions as Corporate Board Members, holding respective offices. Board member s are selected by recommendation to the Director and approved by the Mingus Springs Charter School Board. The board offices consist of; a President, Clerk and three members. The board is responsible for approving all financial reports,

Corporate Board Meets Annually							
Seat new members	Appoint Officers						
Approve Annual Corporation Commission Report and Certificate of Disclosure.							
Governing Board Meets Monthly							
Annually: Approve budgets, financial reports, contracts, and Arizona Department of Education required documents.	**Monthly:** Review and approve monthly financial reports,	Evaluate alternative sources	Select a short list of alternatives	Conduct a technical evaluation	Purchases	Renewals	
Director Communication/Responsiblity							
	Curriculum		Plan the solution	Propose the solution	Day to day business of school operations.	Hiring/firing	Manage the account

1. Communication process and the evolution of messaging

As your company moves through the communication process, you must evolve your messages to map to the information requirements of your audience. In general, as you move through the communication process, your messages should provide more detail and substantiation about your business and products. Understanding the messages that are required to support the later stages of the buying and selling processes makes it possible for you to create better messages in the earlier stages of the process. The following table summarizes how and when you can evolve the essence, or the net "takeaway," from your messages.

Communication process—net takeaway from [your company name] messages

Awareness	Credibility	Interest	Preference	Selection	Loyalty
Lead generation					
Mingus Springs Charter School is in the education business.					
[your company]'s business is validated by the industry and your customers.					
		[your company] has a vision for and commitment to the [business type] business.			
		[your company] has specific offerings and capabilities that meet customers' specific needs.			
			[your company] has strong capabilities that make it competitive in the [business type] business.		
				You made the right choice in selecting [your company].	
					[your company] delivered on its promise.

[**Audience 1**] **buying process**						
Identify the need	Identify alternative sources	Evaluate alternative sources	Select a short list of alternatives	Conduct a technical evaluation	Purchase	Renewal

[**Your company's**] **sales process**						
Identify opportunity	Qualify opportunity	Plan the solution	Propose the solution	Provide due diligence	Close sale	Manage the account

2. Communication vehicle options

The types of communication vehicles that you use to support different stages of the buying and selling processes are dictated by the corresponding communication objectives. In the row beginning with "Awareness," the following table outlines the key communication vehicles that support each communication objective. Not all communication vehicles are required for you to relay your message to the market effectively. Use the Target Audience Profiling Questionnaire to understand fully how your audience finds information and to select the most appropriate communication vehicles based on your audience's preferred sources for information.

In conjunction with the preceding table, which outlines the evolution of messaging throughout the communication process, marketing communications specialists can use the following table to determine how best to focus messages in each communication vehicle.

Communication process—sample communication vehicles					
Awareness	Credibility	Interest	Preference	Selection	Loyalty
Press briefing or tour, or both	Press mentions	Business white papers	Data sheets and other detailed product collateral	Proposal templates, invoices, and other company documents	"Thank you" and "just checking in" communications by e-mail, regular mail, phone, or other modes
Press releases and associated materials	Analyst quotes, references, and mentions	Press articles	Feature and functionality presentations, videos, and other types of demonstrations	Customer references	Internet marketing
Analyst briefing or tour, or both	Customer and partner quotes and references	Analyst papers and presentations	Printed customer success stories	E-commerce Web site	
Company informational Web site	Company or product overview collateral	Conference speaker presentations	Capabilities brochure		
Industry event trade show floor participation	Company or product overview slide presentation	Competitive positioning advertising	Return on investment (ROI) tools		

Awareness advertising	Product overview demonstration on Web	Direct marketing	Technical white papers		
Public relations	Press and analyst article reprints	Internet marketing	Direct-response advertising		
Internet marketing			Direct marketing		

3. Communication vehicles selection for [audience]

Use the Target Audience Profiling Questionnaire to get a detailed breakdown of your audience's demographics and psychographics. This will help you understand how your audience finds information, and it will help you select the most appropriate communication vehicles based on your audience's preferred sources for information.

In the following table, for each communication objective listed in the row starting with "Awareness," list the communication vehicles that are most appropriate for your audience. By assigning vehicles to communication objectives, you get a sense of the timing and order in which you should implement your communication vehicles.

Communication process—communication vehicles for [audience]					
Awareness	Credibility	Interest	Preference	Selection	Loyalty

4. Communication vehicles tactical calendar for [audience]

In the following table, list all your communication vehicles in the first column. Add rows if necessary. Change the month headings to correspond to actual month names. Place an "X" in the column for the month in which you want the communication vehicle to be delivered to your audience. In most cases, the delivery month will be different from the production month, which you'll need for step 6.

Communications vehicle tactical calendar for [audience]					
Vehicle	[Month 1]	[Month 2]	[Month 3]	[Month 4]	[Month 5]

5. Communication vehicles budget for [audience]

In the following table, list all your communication vehicles in the first column. Add rows if necessary. Change the month headings to correspond to actual month names. Place the cost of each vehicle in the month during which you expect to pay the expenses for production of that vehicle. Total each column to determine your monthly budget. Note that for some vehicles, production will take more than one month, and in many cases installment payments will be required over a series of months.

Communications vehicle budget for [audience]					
Vehicle	[Month 1]	[Month 2]	[Month 3]	[Month 4]	[Month 5]
	$	$	$	$	$
Total $	**$**	**$**	**$**	**$**	**$**

Repeat the preceding six steps for each additional audience.