

Communications Plan

Education Foundation for Billings Public Schools

Message	Venue	Audience	Date	Media Outlet	Notes
Initial Approval from Grantor - Joint Communications Release	Billings Public Schools (elementary school TBD)	Community at large	May 2014 - Dependent on timing of funding approval	*Billings Gazette *KULR-8 *KTVQ-2 *Last Best News	Special Guests to possibly include *PLTW Leadership Team *BPS Leadership *Billings Chamber of Commerce *Big Sky EDA *Billings Mayor & City Council *Yellowstone Co. Commissioner *Office of Public Instruction
Initial Approval from Grantor - Joint Communications Release	Billings Public Schools (elementary school TBD)	Community at large BPS Staff EF Donors	May 2014 - Dependent on timing of funding approval	*BPS Superintendent Community Newsletter *BPS Website *EF Website *EF Facebook page *SD2 Staff Email *EF Enewsletter *EF Annual Newsletter	*Various opportunities and forms of communication
PLTW Schools 2014 Open House	Arrowhead, Washington, Miles Avenue, Bench and Beartooth Elementary Schools	Parents Students Teachers	August-September 2014 - Dependent on timing of funding approval	Community Presentation	*Led by Principals, PLTW Teachers, Education Foundation, and BPS Administration
PLTW Classroom Featured	Billings Public Schools - PLTW Classroom	Community at large	Late October-Early November 2014	*Billings Gazette *KULR-8 *KTVQ-2 *Last Best News *EF Newsletter	*Story sharing with the community BPS PLTW program in action *BPS commitment to students & community in preparing our students to be college & career ready *BPS commitment to meeting needs of Billings community economic development
2nd Phase of BPS Implementation of schools into the STEM Vision	Billings Public Schools - PLTW Classroom	Community at large	January 2015	*Billings Gazette *KULR-8 *KTVQ-2 *Last Best News	*Community update of impact of initial 5 PLTW schools *Identify the next elementary schools & middle schools to

**EF - Education Foundation for Billings Public Schools

**BPS - Billings Public Schools

Additional Opportunities Identified

-The Education Foundation has several partnerships with the Billings community that allows us to share information with the public. We will work with local magazine publications and other publications such as, Simply Family, Yellowstone Valley Woman, and Magic City Magazine, as well as the Gazette's Billings Business special section, Billings Chamber/CVB Enewsletters and Big Sky EDA Enewsletters to secure articles throughout the 2014-15 school year.

-The Education Foundation has a strong working relationship with the Billings Gazette to highlight the work of supporters and other community partners that invest in STEM education in our community. Each year the Education Foundation has 1-3 articles highlighting the work of the Foundation and our special projects and programs.

-The Education Foundation will have opportunities throughout the year to recognize a company/individual's contribution. Some examples include the Foundation's annual newsletter, Enewsletter updates, community presentations, and website.